

NZCS

NEW ZEALAND COMPUTER SOCIETY

50 YEARS 1960–2010

Anniversary Conference

Celebrating 50 years of ICT Innovation
in New Zealand

Reflecting on a 50-year journey,
and the next one to come

**Sponsorship and Trade Exhibition
Opportunities**

16 - 18 September 2010

Distinction Rotorua Hotel & Conference
Centre, Rotorua, New Zealand

Welcome

**NZCS 50th Anniversary Conference,
16-18 September 2010**

**Celebrating 50 years of ICT Innovation
in New Zealand**

The New Zealand Computer Society (NZCS) are proud to announce a special conference to **celebrate** 50 years of ICT Innovation in New Zealand.

We invite you to be a sponsor at this landmark conference.

Offering a wide range of options for sponsorship and trade exhibits, means we can tailor a package to suit your 2010 budget.

The 50th Anniversary conference will bring together the people who **deliver results** for New Zealand - business entrepreneurs, visionary ICT academics and industry professionals, a veritable "who's who" of ICT innovation. We will not only reflect on our 50 year journey, but more importantly the next one to come. Kiwi ingenuity is needed today more than ever, so we shall embrace this. Visit www.innovation.org.nz for an update.

Join us to celebrate New Zealand's achievements over the past 50 years, learn from our collective experience and listen to the innovators and entrepreneurs of the future.

International keynote speakers include Kiwis who have proven to be highly successful on the international arena of ICT and wish to share and inspire us with their stories.

This conference is immediately prior to the Brisbane World Computer Congress, hosted by IFIP (International Federation for Information Processing) www.wcc2010.com and the Call for Papers for both conferences will be advertised by both organisations in September 2009.

We would be delighted if you are able to contribute to this programme. www.innovation.org.nz

I encourage you to register your interest as early as possible.

Elizabeth Eastwood



Chairman, Organising Committee
NZCS 50th Anniversary Conference



Conference Details

Conference Venue, Distinction Rotorua Hotel & Conference Centre, Rotorua

The NZCS 50th Anniversary Conference will take place at the Distinction Rotorua Hotel & Conference Centre, Rotorua, New Zealand.

Distinction Rotorua is situated at 390 Fenton Street, just seconds away from the Central Business District and close to the famous Whakarewarewa Thermal Reserve, the beautiful mature Redwood Forest and the New Zealand Maori Arts and Crafts Institute, Te Puia. Excellent shopping, tourist activities and nightlife are all within a 5 minute drive of the hotel.

Programme

The New Zealand ICT industry is at a crossroads: where have we come so far, and where will we go from here? We believe that innovation cannot be constructed, but that it can be encouraged and spread, especially when celebrated. We look forward to understanding Kiwi innovation from the past 50 years, and looking forward to where it might lead New Zealand in the next 50 years to come.

Breaking from the traditional approach to conferences, part of the event will be "Concept to Reality" where we will focus on a series of promising ideas to assist the initiator to progress, pragmatically, to the next stage. We will also award a prize to the best ICT Post Graduate and there will also be the chance for an "unconference".

Audience

NZCS engages with senior level government and business leaders from around the country and the conference members will be dedicated ICT professionals from a diverse range of companies, committed to the advancement of the profession in New Zealand.

Your Involvement

We would like to offer you the opportunity to participate both through **sponsorship** and at the **trade exhibition**.

We are planning for an attendance of over 400 and all estimates of likely activity costs are based on this figure. We have structured sponsorship opportunities so that you will receive the maximum possible exposure and benefit from your investment.

Once you have decided on your level of involvement please contact the conference organiser to arrange your requirements and make your bookings.

Sponsorship Opportunities

Below is the list of sponsorship opportunities and cost. If these sponsorship opportunities fall outside your requirements or you have specific requirements we will be happy to discuss these with you.

Conference satchel	\$8,000	
Conference dinner	\$8,000	
Conference handbook	\$5,000	
Welcome function	\$5,000	
Breakfast function including motivational speaker	\$5,000	
Closing cocktail function	\$5,000	
Conference MC	\$4,000	
Keynote speaker	\$4,000	
Registration booklet	\$3,000	
Conference dinner wine sponsor	\$3,000	
Lunch x 2	\$3,000	each
Ice cream	\$2,750	
Massage area	\$2,750	
Juice bar	\$2,750	
Conference lanyard	\$2,500	
Innovation sponsors (unlimited)	\$2,000	
Pocket programme	\$2,000	
ICT Post Graduate Award	\$2,000	
Delegate gift	\$2,000	plus product
Internet café	\$1,750	plus costs
Morning tea x 2	\$1,200	each
Afternoon tea x 2	\$1,200	each
Stationery and pens	\$1,000	plus product
Musical entertainment interludes x 5	\$950	
Satchel insert (unlimited)	\$500	per item

Note: Prices listed above exclude GST

Sponsor Benefits

Associate Sponsorship of \$ 25,000 + GST

If your sponsorship totals \$25,000 + GST, you are entitled to the following benefits:

- You will be accorded **“in association with”** status for the conference and your company **logo** will be included alongside the 50th Anniversary logo wherever this appears.
- Recognition in the Opening and Closing of the conference
- Naming rights to one breakout room
- Company **logo** on the www.innovation.org.nz website
- Blog post on www.innovation.org.nz
- Link on our Facebook page
- 20 Twitter posts
- 5 x full conference registrations
- 1 x 8 metre trade exhibition stand
- 1 x satchel insert

Sponsorship of \$ 9,500 + GST or more

If your sponsorship totals \$9,500 + GST or more, you are entitled to the following benefits:

- Recognition as a **“major sponsor”** of the conference
- Recognition in the Opening and Closing of the conference
- Company **logo** on the cover of the conference handbook.
- Company **logo** on the conference holding slide shown between sessions
- Company **logo** on the www.innovation.org.nz website
- Blog post on www.innovation.org.nz
- Link on our Facebook page
- 10 Twitter posts
- 2 x full conference registrations
- 1 x size 'A' trade exhibition stand
- 1 x satchel insert

Sponsorship of \$ 4,500 + GST or more

If your sponsorship totals \$4,500 + GST or more, you are entitled to the following benefits:

- Recognition in the Opening and Closing of the conference
- Conference **name** in the conference handbook.
- Company **name** on the conference holding slide shown between sessions
- Company **logo** on the www.innovation.org.nz website
- Blog post on www.innovation.org.nz
- 1x full conference registration
- 1 x size 'B' trade exhibition stand
- 1 x satchel insert

Sponsorship Details

Conference satchel

Your logo will be printed on the conference satchel and 2 items of company literature can be inserted into the satchel.

Social functions

Your organisation will be acknowledged in all conference publications for the function you are sponsoring. You will have brand visibility at the venue of the function and the opportunity to make a short presentation at the function.

Conference handbook

Your logo will be printed on the front cover of the conference handbook and you will be acknowledged as the sponsor of the handbook on the contents page. You will also receive an A4 page for advertising in the handbook.

Breakfast function

The breakfast function will include a motivational speaker. Your organisation will be acknowledged in all conference publications as the sponsor of the breakfast function. You will have brand visibility at the venue of the function and the opportunity to make a short presentation at the function.

Conference MC

Sponsorship is available for the conference MC. Your organisation will be acknowledged in the conference programme and you will receive recognition at the conference.

Keynote speaker

Sponsorship is available for each keynote speaker. Your organisation will be acknowledged in the conference programme and you will receive recognition in the speaker introduction. You will have the opportunity to place your banner or other promotional material in the conference room for that session, and to meet with the speaker of your choice for a time specified by the speaker.

Registration booklet

Your logo will be printed on the front cover of the registration booklet and you will be acknowledged as the sponsor of the registration booklet on the contents page. You will also receive half an A4 page for advertising in the registration booklet.

Conference dinner wine sponsor

Your logo will be printed on wine list for the conference dinner. Your organisation will be acknowledged as the conference dinner wine sponsor.

Catering breaks

Your sponsorship of one of the catered breaks means you will receive recognition in the conference sessions prior to the catered break you are sponsoring as well as acknowledgment in the conference programme and in the handbook. You will have brand visibility during the catered break you are sponsoring.

Ice cream, massage area, juice bar

These items are consistently identified as very popular hospitality offerings in attendees' feedback. You will be acknowledged as the sponsor in the conference handbook.

The ice cream, massage area and juice bar will be organised in conjunction with you by the Conference Organiser.

Conference lanyard

The conference lanyard for name badges will be branded with your logo.

Innovation sponsors (unlimited number of sponsors)

As an innovation sponsor, you have the opportunity to submit a 2 minute video to be displayed on our social networking sites and you will be entered into the 'innovators' competition, whereby you may win the opportunity to present for 2 minutes to an audience during a session selected by NZCS. You will also benefit from:

- Company **logo** on the www.innovation.org.nz website
- Blog post on www.innovation.org.nz
- Link on our Facebook page
- 20 Twitter posts

Pocket programme

The pocket programme inserted into the name badge pocket will be branded with your logo.

ICT Post Graduate Award

Your organisation will be named as the sponsor for an award that honours achievement and distinction to a selected ICT post graduate student.

Delegate gift

You have the opportunity to place a gift and advertising of your product or service in the conference satchel given to all delegates.

Internet café

The internet café is an area for delegates to check their emails whilst enjoying a real coffee. You will be acknowledged as the sponsor in the conference handbook.

The internet café will be organised in conjunction with you by the Conference Organiser. Please note that additional costs to the internet café will apply.

Stationery and pens

You will be the official sponsor of the conference notepad and pen by supplying branded notepads and pens for inclusion in the conference satchel.

Musical entertainment interludes

Musical entertainment interludes will be performed during the scheduled programme breaks. These will be arranged by the conference organiser and you will be acknowledged as the sponsor of the interlude that you have selected in the conference handbook and during the scheduled break.

Satchel insert (unlimited)

The inclusion of one item of your promotional material in the conference satchel



Trade Exhibition

A trade exhibition will be held at the conference. In order to provide you with the optimum exposure to delegates the exhibition will be located in the Fenton Foyer, of the Distinction Rotorua Hotel & Conference Centre.

Trade Exhibition Stands

There are three stand sizes available for you to select from. You may book adjoining stands to create a larger exhibition area.

- **Size A** - 4.2m wide x 1.2m deep x 2.3m high **\$2,950 + GST**
- **Size B** - 3.0m wide x 1.2m deep x 2.3m high **\$1,650 + GST**
- **Size C** - 1.8m wide x 1.2m deep x 2.3m high **\$ 950 + GST**

The basic setup provided for stands are side and back partitioned walls. The configuration of individual stands may vary. Each stand will include the following:

- Velcro receptive display panels
- 1 x 10 AMP power supply and a multi-box
- 2 x 100 watt spot lights
- A trestle table, table cloth and a chair
- Installation and removal of basic set up

Internet access can be provided at an additional cost. Any additional requirements will be the responsibility of exhibitors and at their own cost.

Exhibitor Benefits

Each exhibiting company will receive the following benefits:

- Acknowledged as an exhibitor with a name listing in the conference handbook.
- Trade attendant registrations. Trade attendant registration entitles the recipient to entry to the trade exhibition, morning tea, lunch and afternoon tea. **It does not include entry into conference sessions or social events.**
 - **Size A** - 3 free trade attendant registrations
 - **Size B** - 2 free trade attendant registrations
 - **Size C** - 1 free trade attendant registration



Site

The trade exhibition area floor plan shows the sites of trades exhibition stands. Exhibit sites will be allocated on a first-in basis.

Please note, once your position chosen this will not be changed. However, your stand number may change. We will confirm your stand number closer to the conference dates. This will ensure any printed material, if you choose to produce any, will have your correct stand details.

Lunches, morning & afternoon tea breaks will be held in this area.

In order to maintain the integrity of the conference the exhibition stands must not be taken down until after the closing address of the conference.

Cancellation Policy

All cancellations must be notified in writing by fax or email to the conference organiser. Cancellations received **on or before 5 pm Monday 17 May 2010** will receive a refund less an administration fee of \$200 + GST. All sponsors and exhibitors cancelling after **5 pm Monday 17 May 2010** will be liable for full costs of their commitment. In the event of the conference being cancelled a full refund less \$200 + GST administration fee will be charged.

Conference Organiser

To secure your sponsorship please contact the Conference Organiser:

Paardekooper & Associates

PO Box 41 002
Eastbourne
Lower Hutt
New Zealand

Phone: +64 4 562 8259

Fax: +64 4 562 8269

Email: nzcs@paardekooper.co.nz

Web: <http://www.innovation.org.nz>

Act now to ensure your first choice.

Trade Exhibition Area



