

# e tourism conference & Tourism Tech Expo

31 August + 1 September 2010  
Ellerslie Events Centre, Auckland

## SPONSORSHIP AND EXHIBITION PROSPECTUS



## INVITATION

We would like to extend to you an exclusive opportunity to have your company associated with the New Zealand eTourism Conference and Tourism Tech Expo.

From 31st August - 2nd September, international and national visitors will descend on Auckland to attend the eTourism Conference and Tourism Tech Expo. Over two days, Auckland will be host to this dynamic conference that involves two days of conference presentations.

As you are aware, the success of events such as the eTourism Conference and Tourism Tech Expo depends to a significant extent on sponsorship from friends of the Tourism and Technology 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 2nd eTourism Conference and Tourism Tech Expo.

Sincerely

Lea Boodee  
Conference Director

## NEW ZEALAND eTOURISM

The eTourism Conference and Tourism Tech Expo's main objective is to create awareness, educate, and update Travel industry producers and concerned people with the latest E-travel, E-marketing and E-commerce strategies to enable them to achieve best sales and profits with the minimum effort and human power.

This is a chance to align your company brands and goals with this fast growing lucrative industry sector. As a sponsor, your company will enjoy a constructive profile within the Tourism community during the one and half day Conference and the opportunity to develop commercial returns from your sponsorship investment. The Conference committee anticipates positive national media coverage of the National Conference.

The eTourism Conference and Tourism Tech Expo provides a platform to create meaningful dialogue with conference delegates, cementing relationships with future potential clients who have a significant role in the business of Tourism.

### Tourism Tech

In these tough times tourism operators are seeking to turn to technology for efficiency, cost savings and to make it easier for your customers to book with you. However, there are a myriad of options out there so how do you find the time to track down and educate yourself on all the options available?

In recognising how difficult and daunting this can be TourismTech is bringing together a variety of tourism technology providers for the two day expo in Auckland

We invite you to visit the eTourism website at [www.etourismnz.com](http://www.etourismnz.com) and also the Tourism Tech Website at [www.tourismtech.co.nz](http://www.tourismtech.co.nz)

## 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
- Increase brand awareness and develop new markets



## MEDIA SUPPORT / EVENT PROMOTION

The eTourism Conference and Tourism Tech Expo will be supporting the Conference with a targeted media and publicity plan;

### Magazine

The Tourism Business Magazine will run a series of advertisements about the Conference, including the Platinum Sponsor.

### Direct Mail

Conference promotional material will be sent to the database, Council and company representatives and TIANZ members.

### Website

A dedicated website has been developed especially for the Conference. This will be a principle source of information about the Conference, including our sponsors. Sponsor's website links (detailing products and services) and sponsor's logos can be incorporated into the website.

All opportunities for Sponsorship are outlined in the following pages.

## CONFERENCE ORGANISERS

onCue has been appointed as the official PCO (Professional Conference Organiser). An award-winning company, onCue brings over 15 years experience in the management and promotion of conferences, exhibitions and special events. The company has an excellent track record and looks forward to maximising the benefits of your sponsorship and exhibition presence at the eTourism Conference and Tourism Tech Expo.

The 2nd eTourism Conference and Tourism Tech Expo 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. Whatever your business, the Conference has a sponsorship package that will help you meet your brand and networking objectives.

PROGRAMME AT A GLANCE	DATE
eTourism Conference & Tourism Tech Expo	Tuesday 31 August & 1 September
Conference Networking Function and Conference Dinner	Tuesday 31 August
Conference Closing	Wednesday 1 September



## PLATINUM SPONSOR PACKAGE

**\$15,000 + GST** (One available)

We view our Platinum Sponsor as our partner in the successful execution of the Conference and will work alongside you to provide opportunities to promote your organisation through the prelude and during the Conference.

This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your company with exceptional commercial rewards. As a Platinum Sponsor of the Conference, your company will benefit from the highest level of exposure and representation with the following benefits:

- Naming and presenting rights of the NZ eTourism Conference and Tourism Tech Expo, incorporating your logo on all relevant signage and promotional material
- Recognition as a Platinum Sponsor (with organisation logo) on the home and sponsor's page of the Conference website, including a hyperlink to your organisation's home page
- Recognition as a Platinum Sponsor on the official sponsorship acknowledgement board onsite
- Verbal acknowledgement as Platinum Sponsor throughout the Conference
- The sponsor may provide a freestanding banner which will be displayed in the presentation rooms for the duration of the Conference
- Full delegate list including address, telephone and email and details supplied before and after the Conference
- One e-Blast Marketing Promotion prior to the Conference
- Company brochure (maximum A4 size flyer) to be inserted in all delegate satchels (sponsor to supply material)
- Full page advertisement in the Conference Handbook
- Full page advertisement in the Tourism Business Magazine (finished material supplied by sponsor and format confirmed by the magazine editor)
- Four complimentary conference registrations

### Additional Entitlements:

#### + TOURISMTECH EXHIBITION SPACE

The trade exhibition offers organisations exposure to conference delegates, as well as the opportunity to showcase their products and services.

- One complimentary 6m x 1.2m exhibition space and first choice on booth location in the Conference expo room (includes, booth wall and sides, company fascia sign and two 150w spotlights)
- Two exhibition staff registration at the Conference
- Opportunity to host a 'drink station' at the Exhibitors Function

## + CONFERENCE DINNER SPONSOR

Impress all delegates, VIPs, speakers, exhibitors, accompanying persons and media with your hospitality at the social function of the Conference. **The Conference Dinner** is an excellent opportunity to make a strong, initial impact and lasting impression on all delegates. The Conference Dinner is an essential networking opportunity for all attendees.

- The sponsor may provide a free standing banner which will be displayed at the entrance to the Conference Dinner (sponsor to supply signage)
- Opportunity for company representative to give a five minute speech at the function (basic audio visual will be provided – additional audio visual is at the expense of the sponsor)
- Small table signs featuring the company name and logo displayed on the tables at the Conference Dinner (this will be organised by the Conference Organisers)
- Company logo printed on the dinner menu
- Five complimentary tickets
- Opportunity to provide corporate merchandise on tables at the Conference Dinner (company to provide merchandise)

#### + DELEGATE SATCHELS

Your company logo will feature on the delegate satchel, which contains the official conference material distributed to all the delegates, speakers, exhibitors and VIP guests, providing direct and constant exposure throughout and after the Conference.

#### + DELEGATE NAME BADGES & LANYARDS

To gain access to the Conference all delegates are required to wear the official conference name badge. This is an opportunity to have your company logo printed on all name badges and lanyards, again this is great exposure throughout the Conference.

#### + CONFERENCE WEBSITE SPONSOR

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

- Company banner advertisement on every page of the Conference Website.

#### + MAXIMISE YOUR EXPOSURE

**In addition to the package outlined above, The Platinum 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 Conference Organiser).**

- Branded pads
- Pens
- Mints

Total Value of Sponsorship Package \$35,000 + GST

## GOLD SPONSOR \$10,000 + GST

(One available)

As the Gold Sponsor, your organisation will enjoy an excellent level of exposure. We view the Gold Sponsor as our partner 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 Gold Sponsor (with organisation logo) on all printed conference material
- Recognition as Gold Sponsor (with organisation logo) on the sponsor's page of the Conference Website, including a hyperlink to your organisation's home page
- Recognition as Gold Sponsor on the official sponsorship acknowledgement board onsite
- Verbal acknowledgement as Gold Sponsor through-out the Conference
- Full delegate list including address, telephone and email and details supplied before and after the Conference
- Company brochure (maximum A4 size flyer) to be inserted in all delegate satchels (sponsor to supply material)
- Half page advertisement in the Conference Handbook
- Half page advertisement in the Tourism Business Magazine (finished material supplied by sponsor and format confirmed by the magazine editor)
- Three complimentary conference registrations

### Additional Entitlements:

#### + ONLINE REGISTRATION SPONSOR

The online registration webpage will be visited by a majority of all conference delegates.

- Company banner advertisement on every page of the online registration from and redirection to your website after the form has been submitted

#### + TOURISMTECH EXHIBITION SPACE

The trade exhibition offers organisations exposure to conference delegates, as well as the opportunity to showcase their products and services.

- One complimentary 6m x 1.2m exhibition space in the Conference expo room (includes, booth wall and sides, company fascia sign and two 150w spotlights)
- Two exhibition staff registration at the Conference
- Opportunity to host a 'drink station' at the Exhibitors Function

#### + 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 Conference Organiser). Subject to availability**

- Branded pads
- Pens
- Mints

Total Value of Sponsorship Package \$21,500 + GST



## SILVER SPONSOR \$5,000 + 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 Silver Sponsor on the official sponsorship acknowledgement board onsite
- Verbal acknowledgement as Silver Sponsor through-out the Conference
- Full delegate list including address, telephone and email and details supplied before and after the Conference
- Company brochure (maximum A4 size flyer) to be inserted in all delegate satchels (sponsor to supply material)
- Quarter page advertisement in the Conference Handbook
- Quarter page advertisement in the Tourism Business Magazine (finished material supplied by sponsor and format confirmed by the magazine editor)
- One complimentary conference registration

### Additional Entitlements:

#### + TOURISMTECH EXHIBITION SPACE

The trade exhibition offers organisations exposure to conference delegates, as well as the opportunity to showcase their products and services.

- One complimentary 3m x 1.2m exhibition space in the Conference expo room (includes, booth wall and sides, company fascia sign and two 150w spotlights)
- One exhibition staff registration at the Conference

#### + LUNCH BREAK SPONSOR

Demonstrate your company's hospitality by sponsoring your nominated lunch break. This provides the sponsor with the ability to 'own' the entire exhibition floor for that sponsored lunch break and create innovative incentives to attract delegates to your trade stand.

- Company corporate or promotional literature may be displayed on the nominated break stations (sponsor to supply)
- The sponsor may provide up to two freestanding banners which will be positioned in a prominent location in the nominated break area (maximum size 2m high x 1m wide)
- Verbal acknowledgement by conference chairperson at the sessions directly before and after the nominated break

Total Value of Sponsorship Package \$11,500 + GST

## BRONZE SPONSOR \$2,500 + 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 Bronze Sponsor on the official sponsorship acknowledgement board onsite
- Verbal acknowledgement as Bronze Sponsor through-out the Conference
- Full delegate list including address, telephone and email and details supplied before and after the Conference
- Company brochure (maximum A4 size flyer) to be inserted in all delegate satchels (sponsor to supply material)
- Quarter page advertisement in the Conference Handbook

### Additional Entitlements:

#### + TOURISMTECH EXHIBITION SPACE

The trade exhibition offers organisations exposure to conference delegates, as well as the opportunity to showcase their products and services.

- 30% off an exhibition package

#### + REFRESHMENT BREAK SPONSOR

Demonstrate your company's hospitality by sponsoring your nominated refreshment break. This provides the sponsor with the ability to 'own' the entire exhibition floor for that sponsored refreshment break and create innovative incentives to attract delegates to your trade stand.

- Company corporate or promotional literature may be displayed on the nominated break stations (sponsor to supply)
- The sponsor may provide one freestanding banner which will be positioned in a prominent location in the nominated break area (maximum size 2m high x 1m wide)

Total Value of Sponsorship Package \$6,500 + GST

## TOURISMTECH TRADE EXHIBITION PACKAGES

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

The exhibition area 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 opportunity to promote your products and services to the diverse delegate base.

This year we have included in the Conference programme a dedicated "exhibitors function". This will be held on the first night of the Conference, especially for exhibitors to network and introduce your products and services to conference delegates.

### 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 approximately 350 delegates in your target market
- Organisations will receive a high level of visibility through the official website and conference marketing materials. Many other opportunities will be available leading up to the event
- All lunch, morning and afternoon refreshment breaks will be served in and around the exhibition area in order to maximize "booth traffic" including exhibit hours structured around the program

### Exhibitor Premium Package \$1850 + GST

- 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
- Daily catering for two personnel
- Conference Satchel
- Two complimentary Conference Dinner tickets
- Listing on the eTourism conference and Tourism Tech Expo website and conference handbook
- Opportunity to host a drink station during the Exhibitors Function

### Exhibitor General Package \$1375 + GST

- Single Trade booth at the Conference (3m x 1.2m sides)
- Company name and stand number identification sign and name badges
- Daily catering for one personnel
- Listing on the eTourism Conference and Tourism Tech Expo website and conference handbook

## CONFERENCE ADVERTISING OPPORTUNITIES

These advertising opportunities are a cost-effective way of communicating your corporate message, products/services to the conference delegates.

### SACHEL INSERT \$800 + GST

Your organisation may provide promotional material which will be included in all delegate satchels.

- Company brochure maximum A4 size flyer or 4 page brochure) to be inserted in all delegate satchels (sponsor to supply material)

### CONFERENCE HANDBOOK ADS

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 + GST
- Half page colour ad \$440 + GST
- Quarter page colour ad \$280 + GST

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## CONFIRMING YOUR INVESTMENT

Should you require additional information on this sponsorship opportunity, or if you wish to discuss other offers of support, please contact;

Lea Boodee, Conference Organiser - onCue Conferences

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

P: 03 546 6330 or 0211 170 916

We welcome your support and involvement with this exciting and educational conference.

## 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 Conference Organisers. 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 Conference Organisers who will be pleased to assist you.

Sponsorship & Exhibitions Account Manager  
onCue Conferences and Events  
Lea Boodee  
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Nelson  
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## 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 30 days from the date of the tax invoice. The balance is due and payable by 21 July, 2010. Applications received after 21 July, 2010 must include full payment.
2. All monies due and payable must be received (and cheques cleared) by the Conference Organisers 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 Conference Organisers.
3. CANCELLATION POLICY: Refunds may not be possible, please contact the conference organiser.
4. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Conference Organiser.
5. Sponsorship monies will facilitate towards the successful planning and promotion of the Conference in addition to subsidizing the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
6. The Conference Organisers reserve the right to rearrange the floor plan and/or relocate any exhibition space without notice. The Conference Organisers will not discount or refund for any facilities not used or required.
7. No exhibition participant shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Conference Organisers.

