



etourism

conference

sponsorship & exhibition information

www.etourismnz.com

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GROUP

event partner

3 & 4 November 2011
Wellington Town Hall

INVITATION

We would like to extend to you an exclusive opportunity to have your company associated with the New Zealand eTourism Conference 2011.

From 3rd - 4th November 2011 international and national visitors will descend on Wellington to attend the eTourism Conference. Over two days, Wellington 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 depends to a significant extent on sponsorship from friends of the Tourism 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 look forward to your association with the 3rd eTourism Conference.

Sincerely

Lea Boodee
Conference Director

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
- Be associated with innovated leading edge developments in eTourism
- Increase brand awareness and develop new markets

NEW ZEALAND eTOURISM

The main objective of the eTourism Conference 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.

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 this National Conference.

The eTourism Conference 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.

MEDIA SUPPORT / EVENT PROMOTION

The eTourism Conference will be supported with a targeted media and publicity plan;

Magazine

The Tourism Business magazine will run a series of advertisements promoting the Conference, including the Platinum sponsor.

Direct Mail

Conference promotional material will be sent to the database 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.

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PROGRAMME AT A GLANCE	DATE
eTourism Conference	Thursday 3rd November
eTourism Workshops	Friday 4th November
Cocktail Networking Function	Thursday 3rd November
Conference Closing	Friday 4th November

SPONSORSHIP PACKAGES

Book before 10 August & Save 10%

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 the majority of conference delegates.

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

+ EXHIBITION SPACE

The trade exhibition offers your organisation exposure to conference delegates, as well as the opportunity to showcase your 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

+ 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

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 magazine editor)
- One complimentary conference registration

+ EXHIBITION SPACE

The trade exhibition offers your organisation exposure to Conference delegates, as well as the opportunity to showcase your 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)

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

+ EXHIBITION SPACE

The trade exhibition offers your organisation exposure to conference delegates, as well as the opportunity to showcase your 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 up to one freestanding banners which will be positioned in a prominent location in the nominated break area (maximum size 2m high x 1m wide)

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EXHIBITION PACKAGES

The trade exhibition offers your organisation exposure to conference delegates and the opportunity to showcase your 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 "Cocktail Networking 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 150 - 200 delegates in your target market (numbers are not guaranteed)
- 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 programme

Exhibitor Package 6m x 1.2: \$1450 + GST

- One single 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
- Daily catering for two personnel
- Conference Satchel
- Two complimentary welcome reception tickets
- Listing on the eTourism Conference website and Conference Handbook

Exhibitor Package 3m x 1.2: \$995 + GST

- Single trade booth at the Conference (3m x 1.2m sides)
- Two (2) x 150w spotlights
- One (1) 4 amp power point
- Company name and stand number identification sign and name badges
- Daily catering for one personnel
- Listing on the eTourism Conference 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 \$500 + 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 \$350 + GST
- Half page colour ad \$220 + GST
- Quarter page colour ad \$180 + GST

CONFIRMING YOUR INVESTMENT

Book your package on the form attached or online at www.etourismnz.com.

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

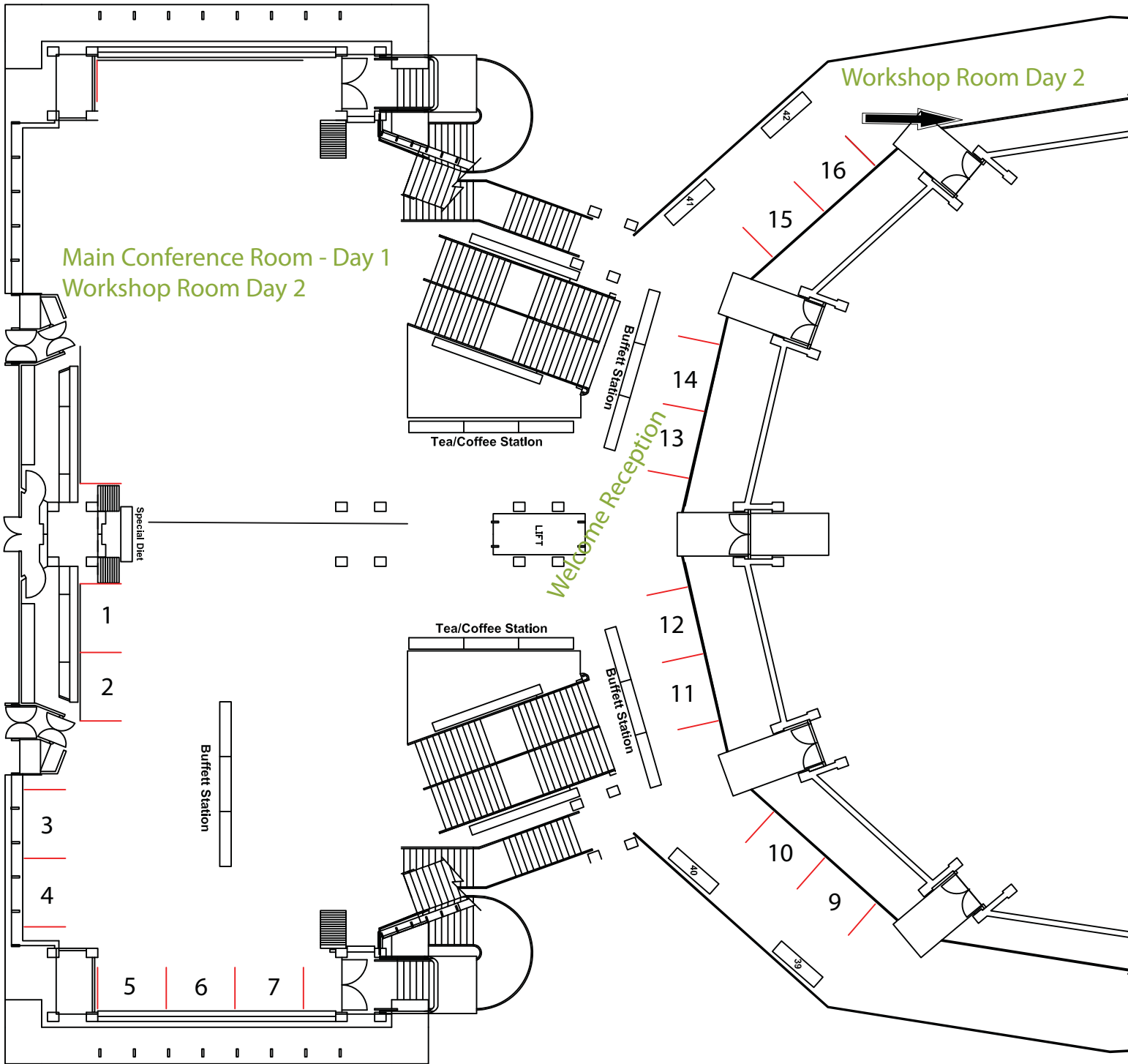
Lea Boodee, Conference Organiser - onCue

Conferences

E: lea@on-cue.co.nz

P: 03 546 6330 or 021 1170916

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



BOOKING FORM

To book your selected sponsorship package and/or exhibition booth, please complete this page and return to onCue. We will send you an invoice and confirmation with 3 days.

Gold Package	\$10,000 + GST	<input type="checkbox"/>
Silver Package	\$5,000 + GST	<input type="checkbox"/>
Bronze Package	\$2,500 + GST	<input type="checkbox"/>
Exhibitor Package: 6m x 1.2m	\$1450 + GST	<input type="checkbox"/>
Exhibitor Package: 3m x 1.2m	\$995 + GST	<input type="checkbox"/>
Satchel Insert	\$500 + GST	<input type="checkbox"/>
Conference Handbook Ad - Full Page	\$350 + GST	<input type="checkbox"/>
Conference Handbook Ad - Half Page	\$220 + GST	<input type="checkbox"/>
Conference Handbook Ad - Quarter Page	\$180 + GST	<input type="checkbox"/>

Exhibition Stand Choice 1:

Exhibition Stand Choice 2:

Business name:

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Address:

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City:

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Website:

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Tel:

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Email

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Date

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

Lists will exclude any delegates who have withheld permission to publish their details in accordance with the New Zealand Privacy Act.

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.
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 subsidising 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.
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.

CONTACT INFORMATION

Lea Boodee, Conference Organiser - onCue

Conferences

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