

7th New Zealand Cycling Conference

TSB Showplace, New Plymouth > 12-13 November 2009
For more information visit > www.can.org.nz/conference/2009



New Zealand Cycling Conference

12 – 13 November 2009

Sponsorship & Exhibition Proposal

www.can.org.nz/conference/2009

New Zealand Cycling Conference 2009

This document outlines sponsorship and exhibitor options for the 2009 New Zealand Cycling Conference. This is a professional industry conference, focused on issues relating to **cycling for transport, recreation and tourism**. Organisation of this conference is overseen by representatives from government, private sector and voluntary organisations, with assistance from a professional conference manager.

We look forward to your support with this major event.

THE VENUE

The 2009 conference will be held in the TSB Showcase, Devon Street, New Plymouth.

New Plymouth District is one of the largest districts in New Zealand (2,324 km²), stretching from the Mohakatino River in the north to the Hangatahua (Stony) River in the south, and inland as far as Tariki. The district includes the city of New Plymouth, the towns of Waitara, Inglewood, Urenui, Okato, Bell Block and Oakura, and many other smaller rural communities. Over 68,000 people call the district home (including 42,000 in New Plymouth city).

New Plymouth city is about half way between Auckland and Wellington and only four and a half hours' drive from either city. From the New Plymouth Airport there are direct air services several times a day to Auckland and Wellington, and connecting flights to most other New Zealand cities.

CONFERENCE ORGANISING COMMITTEE

Conference Convenors	Glen Koorey and Magda Lorenzo (Cycling Advocates' Network CAN)
Programme	Glen Koorey (CAN)
Sponsorship & Exhibition	All committee members
Promotion / Distribution / Printing	Phil Hendon (Christchurch City Council)
Other Committee Members	Tim Hughes & Ulrike Neumann (NZTA), Axel Wilke, Christine Cheyne & Jane Dawson (CAN), Jaynie Gardyne (Ministry of Health)
Conference Managers	Dean Bradley and Lucretia Budden, Convention Management New Zealand

ABOUT THE CONFERENCE

This will be the 7th NZ Cycling Conference since the inaugural symposium in Hamilton in 1997. Typically the conference is hosted every two years at a different venue around New Zealand. The 2007 conference, held at the Napier War Memorial Conference Centre was attended by about 150 people. For details of the previous conference, see <http://can.org.nz/conference/2007>.

The 2009 conference is expected to attract national and international delegates and speakers from a variety of sectors:

- ❖ Central government politicians and policy-makers
- ❖ Transport policy, planning and design professionals
- ❖ Health sector agencies and community public health groups
- ❖ Local/regional government staff and elected members
- ❖ Tourism and economic development agencies
- ❖ Community service organisations, charities and trusts
- ❖ Sport and recreation organisations
- ❖ Planners, engineers, researchers and other professionals in cycling-related sectors (e.g. education, police, urban design, environment, road safety)
- ❖ Everyday (commuter), touring and recreational cyclists
- ❖ Suppliers of cycling-related services and goods
- ❖ Cycling advocates and other road-user group representatives

Typically 150-200 delegates have attended the previous NZ cycling conferences.

THEME AND PROGRAMME OVERVIEW

The 2009 Conference theme is "**communities, connections and the economy**".

Now, more than ever, cycling has the potential to play a key part in the economic development of New Zealand. The 7th NZ Cycling Conference aims to bring together a wide range of people who share this vision and can make it happen.

The conference theme combines a number of intertwined issues:

- ❖ **Communities:** Cycling can enhance the viability of local communities and towns, by providing sustainable accessibility to key services. Communities can also tap into the social, environmental and economic benefits that cycle networks and cycle tourism bring with them.
- ❖ **Connections:** There is a continuing need for completing physical cycle networks, be it a national cycleway or a local commuting route. At the same time, the many sectors that affect or are affected by cycling also need to better connect, including transport, health, tourism, education, environment, sport/recreation, and economic development.

- ❖ **The Economy:** Given the current global financial climate, everything that we do should provide sustainable economic development. Cycling can demonstrate that in a variety of ways, in terms of reduced oil dependence, better health balance sheets, economic revitalisation of small communities, and so on.

Through a combination of plenary sessions, short presentations, workshops and networking, participants will explore these themes.

WHY BECOME A SPONSOR / EXHIBITOR?

This conference will be attended by a wide cross-section of community sector leaders, key government officials and academic researchers who focus on the community.

The conference will be a 'working' conference. A major focus will be the best way forward for the continued development of cycling in New Zealand. Other developments in policy and practice for cycling provision will also be highlighted.

It will be an occasion where you can showcase how your organisation can play your part in these developments, as well as providing important immediate support to ensure the success of the conference.

Your participation in this conference offers:

- ❖ The perfect opportunity to get your product or service in front of a target audience. Sponsorship and exhibiting helps to maintain a high profile for your organisation's name and brand before, during and long after the conference
- ❖ Connection with key representatives from cycling-related organisations and with a wide range of groups within the community. Take this opportunity to introduce you and your staff to the sector and to grow and consolidate relationships
- ❖ Your support by giving back to the cycling sector. Sponsoring and exhibiting demonstrates commitment from your organisation. This will also be a positive fact in consolidating brand loyalty.

Early confirmation of sponsorship and exhibiting will be beneficial to your organisation and the conference. You can maximise your benefits with greater exposure of your branding on all conference material.

SPONSORSHIP OPTIONS

Sponsorship options are negotiable in terms of what benefits are received, and sponsors can add other options to those outlined in this document and the overall package.

The organising committee will consider any other activities the Sponsor may suggest and is keen to investigate and negotiate longer-term partnerships with potential sponsors for future NZ Cycling Conferences.

To discuss further please contact: cycling@cmsl.co.nz

PREMIER SPONSORSHIP

\$10,000 + GST

An opportunity to raise your profile and branding within the cycling sector with an investment as a Premier Sponsor.

Investment benefit

- ❖ Opportunity to present at the conference or provide a speaker (topic and speaker to be approved by the programme committee)
- ❖ Company name or logo in key position on conference website, acknowledged as a Major Sponsor
- ❖ Two complementary registrations
- ❖ Complementary exhibition site, first choice of location
- ❖ Access to conference delegate database (subject to their agreement)
- ❖ Company name or logo on presentation slide during main sessions
- ❖ Acknowledgement as Major Sponsor in the registration brochure and handbook (if sponsorship is agreed on time)
- ❖ Advertising insert in delegate bags, based on one double sided A4 document, supplied by sponsor)
- ❖ One advertisement in the handbook (supplied by sponsor)
- ❖ Acknowledgement by MC at Opening and Closing Ceremonies

GOLD SPONSORSHIP

\$7,000 + GST

Get your branding and profile out there with the following benefits:

Investment benefit

- ❖ Company name or logo in on conference website, acknowledged as a Gold Sponsor
- ❖ One complementary registration
- ❖ Present at a workshop or provide a speaker (subject and speaker to be approved by programme committee)
- ❖ Complementary exhibition site
- ❖ Acknowledgement as Gold Sponsor in the registration brochure and handbook (if sponsorship is agreed on time)
- ❖ Advertising insert in delegate bags, based on one double sided A4 document, supplied by sponsor)
- ❖ Half page advertisement in the handbook (supplied by sponsor)
- ❖ Acknowledgement by MC at Opening Ceremony

SILVER SPONSORSHIP

\$5,000 + GST

Silver Sponsorship Option 1

Investment benefit

- ❖ Opportunity to present a workshop at the conference (topic and speaker to be agreed to by programme committee)
- ❖ Company name or logo and web link on conference website, acknowledged as a Silver Sponsor
- ❖ Acknowledgement as Silver Sponsor in the registration brochure and handbook (if sponsorship is agreed on time)
- ❖ Advertising insert in delegate bags, based on one double sided A4 document, supplied by sponsor)
- ❖ Acknowledgement by MC at Opening Ceremony

CONFERENCE DINNER

\$5,000 + GST (1 ONLY)

Silver Sponsorship Option 2

The dinner is the prime social networking for the delegates at the conference and, as in most meets, is an event often rated as the most memorable. Historically over 80% of the delegates attend.

Investment benefits

- ❖ The dinner will be called the "Sponsor's" Dinner
- ❖ Company name / logo on dinner menu
- ❖ Two complimentary dinner tickets
- ❖ Five minute speaker slot at the dinner
- ❖ Placement of banners at dinner venue
- ❖ Company name or logo on conference website (acknowledgement as a Silver Sponsor)
- ❖ Advertising insert in delegate bags, based on one double sided A4 document (Supplied by sponsor)
- ❖ Sponsorship acknowledgement conference handbook (acknowledgement as a Silver Sponsor)
- ❖ Acknowledgement by MC at the dinner

BRONZE SPONSORSHIP

\$3,000 + GST

Bronze Sponsorship Option 1

Investment benefit

- ❖ Company name or logo on conference website
- ❖ Acknowledgement as Bronze Sponsor in the registration brochure and handbook (if sponsorship is agreed on time)
- ❖ Advertising insert in delegate bags, based on one double sided A4 document (supplied by sponsor)

DELEGATE BAG

\$3000 + GST (1 ONLY)

Bronze Sponsorship Option 2

The sponsor's logo or name could be positioned on the front face of the Delegate bag (in one colour, committee looking at sourcing recyclable or re-useable bags)

Investment benefits

- ❖ Company name or logo printed on delegate bag
- ❖ Sponsorship acknowledgement in registration brochure and handbook (if sponsorship is agreed on time, acknowledgement as a Bronze Sponsor)

CONFERENCE HANDBOOK

\$3000 + GST (1 ONLY)

Bronze Sponsorship Option 3

The sponsor's logo or name could be positioned on the front cover of the delegate handbook (in one colour, each delegate will received this on site at the conference)

Investment benefits

- ❖ Company name or logo printed on front cover of the handbook
- ❖ Sponsorship acknowledgement in registration brochure and handbook (if sponsorship is agreed on time, acknowledgement as a Bronze Sponsor)

DELEGATE NAME TAGS

\$3000 + GST (1 ONLY)

Bronze Sponsorship Option 4

The sponsor's logo or name would be positioned on the front of the Delegate nametag (in one colour, prime location to promote your support and branding)

Investment benefits

- ❖ Company name or logo printed on delegate nametag
- ❖ Sponsorship acknowledgement in registration brochure and handbook (if sponsorship is agreed on time, acknowledgement as a Bronze Sponsor)

INTERNET CAFE

\$3000 + GST (1 ONLY)

Bronze Sponsorship Option 5

Support the internet junkies, your sponsorship will help in providing an area where delegates can check their emails during the breaks.

Investment benefits

- ❖ Company name or logo on computer screens
- ❖ Sponsorship acknowledgement in registration brochure and handbook (if sponsorship is agreed on time, acknowledgement as a Bronze Sponsor)
- ❖ Signage around internet café (supplied by sponsor)

Your sponsorship opportunities do not stop here; you may add additional options from any of the above sponsorship opportunities. Negotiation on investment benefits is welcomed.

SUPPORTER SPONSORSHIP

FROM \$1,000 + GST

Any sponsor may contribute small items to be included in the delegate bag as a promotion. Such items can include for example.

- ❖ Theme-appropriate products
- ❖ Pens and pads
- ❖ Notebooks
- ❖ Mouse pads
- ❖ Fridge magnets
- ❖ Key rings
- ❖ Bookmarks

Other Services

Any sponsor may contribute their business service in lieu of financial contribution, and receive acknowledgement equivalent to the value of their action when compared to financial sponsorship. Any such arrangement requires consultation with the Conference Convenor and the Organising Committee.

Services that could be considered include:

- ❖ Printing
- ❖ Bulk photocopying
- ❖ Audiovisual supply
- ❖ Graphic design
- ❖ Speaker gifts

We welcome your feedback and suggestions of any sponsorship opportunity.

EXHIBITION OPPORTUNITIES

THE HUB

The Hub Showcase is the exhibition you would want to be apart of. This is your opportunity to showcase and raise your organisations profile of your products or services, during the meal breaks at the conference. This is the also the perfect opportunity to network, make new and catch up with known acquaintances within the Cycling Industry.

Great emphasis will be placed on ensuring that the delegates are frequently required to visit The Hub Showcase with catering (morning, afternoon teas and lunches) for delegates will be served within this area.

Exhibition Details

These times are approximate, and may vary

Stand setup

Wednesday 11 November 1.00pm -5.00pm

Stand Open

Thursday 11 November 8.30am - 3.30pm

Friday 12 November 8.30am - 3.30pm

Stand Breakdown

Friday 12 November 3.30pm – 5.00pm

Exhibition Stand Cost Type A: \$1200 plus GST

- ❖ One Exhibitor Registration (no access to conference sessions)
- ❖ List of participants
- ❖ Morning and afternoon teas
- ❖ Lunches
- ❖ Table and 2 chairs
- ❖ Back and side walls (3.0m x 2.4m)
- ❖ Standard company name sign
- ❖ 2 x 150 watt spotlights and 10amp power supply

Exhibition Stand Cost Type B: \$600 plus GST

- ❖ One Exhibitor Registration (no access to conference sessions)
- ❖ List of participants
- ❖ Morning and afternoon teas
- ❖ Lunches
- ❖ Space approximately 3.0m x 2.4m

GENERAL TERMS & CONDITIONS

Security

General site and access security will be provided for all Exhibition locations by the venue staff. Security of your individual exhibition site within the confines of the stand itself is the responsibility of the exhibitor. Exhibitors should have their own insurance that covers any valuable items that are to be left on the stand.

Exhibitor Registration

Exhibitor Stands will receive one free Exhibitor Registration with each space purchased. All additional booth personnel must register at a fee of \$200 per person (inclusive GST) which covers the entitlements above. Exhibitor registration does not entitle the exhibitor to attend workshop sessions. To attend sessions, exhibitors must register as a conference delegate.

Additional Equipment

Any additional equipment such as design and build facilities, additional sign requirements, carpet etc can be discussed and ordered from the exhibit contractors, please contact Lu@cmsl.co.nz for more details.

Payment

Upon receipt of your stand application, an acknowledgement will be sent to you. Included with this acknowledgement will be an invoice requesting 50% payment. This payment must be received within 10 working days following receipt of the invoice to guarantee an allocation of space. Initial space allocations will be confirmed only upon receipt of this payment. The outstanding balance is due for payment by 16 July 2009

Floor plan

A floor plan showing allocated space and booth numbers will be available once finalised. Stand allocation will be to the major sponsors first then on a first in basis.

For full terms and conditions please email: cycling@cmsl.co.nz

NEW ZEALAND CYCLING CONFERENCE 2009

EXPRESSION OF INTEREST FORM

Company / Organisation

Name of Contact

Position within Company / Organisation

Address

Telephone

Fax

Email Address

SPONSORSHIP

\$

\$

EXHIBITION

\$

\$

The conference committee will confirm your request by sending an invoice. There are a limited number of sponsor and exhibitor opportunities and we appreciate your interest and support.

I have read and accept the full Terms and Conditions:

Signed

Date

Please forward to :

Lu Budden

Cycling NZ Conference 2009

C/- Convention Management Services Ltd, PO Box 24 329, Manners Street,
Wellington

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Fax: +64 4 479 4163

Email: lu@cmsl.co.nz