

g Goodfellow Symposium

Due Drop Events Centre March 2025

in partnership with



sponsorship & exhibition packages

2025

www.goodfellowsymposium.org



INVITATION

Dear Valued Sponsors and Exhibitors

We take great pleasure in inviting you to attend the 2025 Goodfellow Symposium, taking place at the Due Drop Events Centre in Auckland, 21 - 23 March 2025.

The Symposium is Auckland's primary care CPD event and is an engaging and valuable meeting where health professionals update their clinical knowledge and practical skills.

The Symposium delivers a broad platform of learning through inspirational plenary sessions, engaging breakouts and focused clinics. Our sponsors and exhibitors are an essential element of the Symposium by supporting the meeting and providing an opportunity for medical practitioners to gain valuable product information directly from the industry.

This prospectus outlines sponsorship and exhibition opportunities available. Please take the time to review the packages and determine your requirements for the promotion of your business.

We look forward to sharing this valuable event with you.

Kind regards

A handwritten signature in blue ink, appearing to read 'B Arroll', is positioned above the printed name.

Bruce Arroll
Goodfellow Director

Sponsorship Contact

Nihal Fernandez

Sponsorship & Exhibition Sales Manager
On behalf of the Goodfellow Symposium
The Conference Company
Email: goodfellow@theconferencecompany.com
Telephone: New Zealand +64 9 360 1240
Postal: PO Box 90040, Auckland 1142, New Zealand

Goodfellow Symposium

Due Drop Events Centre March 2025

Benefits of participating

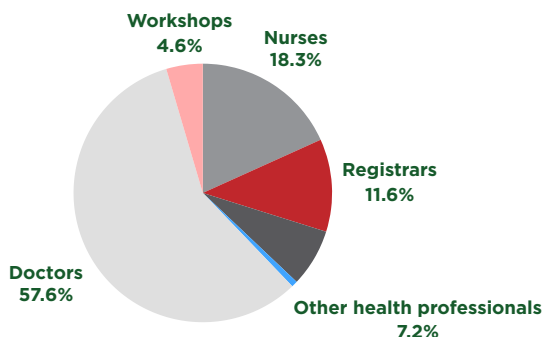
A multi-disciplinary programme caters for general practitioners, primary health care nurses, pharmacists, urgent care physicians, registrars, specialists and others working in primary health care. Exhibitors have the opportunity to mix with delegates in both the exhibition space and at the networking function.

To attract delegates we ensure:

- A wide-ranging choice of topics
- A high quality of presenters
- An opportunity for stimulating interaction with delegates peers and other disciplines
- Engaging and informative sessions covering practical techniques, latest clinical updates and useful tools and techniques to apply in practice

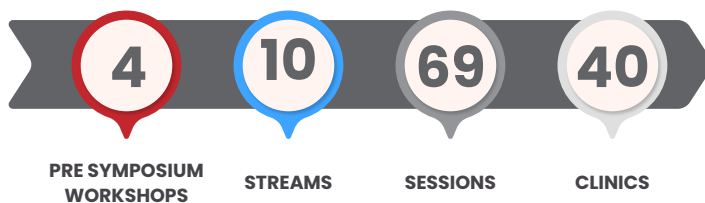
The Goodfellow Symposium is the premiere CME and CPD (continuing professional development) event in Auckland for GPs, nurses and primary health care professionals.

Statistics from 2024 Symposium



Regions delegates were from:

57% from Auckland
6% from Whangarei
2% from New Plymouth
3% from Hastings
6% from Wellington
2% from Christchurch
24% from rest of NZ



International guests:



4 Australia
1 United Kingdom

Positive feedback received from delegates:

"Consistently good year after year"

"5th year of attendance, did not disappoint - thanks so much again"

"I love this symposium. Please continue the fabulous work!"

"Speakers were genuinely fantastic - didn't go to a single session that I didn't thoroughly enjoy or couldn't take practical takeaways from."

The Goodfellow Symposium adheres to the RNZCGP Exhibition and Sponsorship Policy (copy available on request). All onsite promotions will be expected to be aligned with this policy and all other relevant codes of practices (for example the Medicines New Zealand Code of Practice).

REGISTRATION

- Two (2) Symposium registrations which include attendance at sessions, morning tea, afternoon tea, lunch and Networking Function
- One (1) Speaker registration which includes attendance at sessions, morning tea, afternoon tea, lunch and Networking Function

PRESENTATION

- A 45 minute session which includes questions and answers – content to be approved by the organising committee
- Opportunity to supply catering (additional cost)
- Standard audio-visual equipment will be provided in room

PROFILE

- Company logo on the Symposium website
- Verbal acknowledgement of sponsorship and logo on sponsor slide at Opening Ceremony • Half page advertisement in the Symposium Handbook (artwork supplied by sponsor)
- Logo and contact details to be included in the Symposium App
- 150 word company profile to be included in the Symposium App under sponsor page
- Access to the Symposium delegate list post Symposium

TIMEFRAMES AND DEADLINES

In order to be able to promote your breakfast session effectively, we require information by the following deadlines. Failure to provide information by these dates may result in missing out on promotional opportunities, print deadlines and affect your attendance numbers.

- Session details to be approved by committee mid-December 2024
- Session details added to website and registration forms (prior to Early Bird closing) we would prefer this asap on the website
- Promotional email to delegates around Early Bird close (mid-January 2024)
- Follow up email to delegates week commencing 12 February 2025
- Details for Symposium App week commencing 4 March 2025



Meeting Lounge Sponsor – NZ\$10,120 + GST

**Limited
to 2**

INCLUSIONS

- Dedicated space provided in the exhibition hall. Some furniture will be provided but we would encourage the sponsor to make it their own space (additional branding and furniture at sponsor cost; to be approved by the organising committee).
- Please note the lounge area includes the opportunity to display up to two free standing banners with some limited marketing material on the furniture but not to exhibit products or devices. Demonstration or promotion of products can only be carried out at your exhibition stand.

EXHIBITION SPACE

- Complimentary standard stand in the exhibition area (3 x 2.5m)
- One (1) exhibitor pass which includes morning tea, afternoon tea, lunch and networking function

REGISTRATION

- Two (2) Symposium registrations which include attendance at sessions, morning tea, afternoon tea, lunch and Networking Function
- Two (2) exhibitor passes which include morning tea, afternoon tea, lunch and Networking Function

PROFILE

- Company logo on the Symposium website
- Acknowledgement of sponsorship and logo on sponsor slide at Opening Ceremony
- Logo and contact details to be included in the Symposium App
- 100-word company profile to be included in the Symposium App under sponsor page
- Access to the delegate list post Symposium

Networking Function Sponsor NZ\$5,280+ GST

**Exclusive
opportunity**

REGISTRATION

- Two (2) Symposium registrations which include attendance at sessions, morning tea, afternoon tea, lunch and Networking Function
- Two (2) exhibitor passes which include morning tea, afternoon tea, lunch and Networking Function

PROFILE

- Naming rights to the Networking Function
- Verbal acknowledgement at the Networking Function
- Opportunity to display free standing banners (or other static display) at the Networking Function
- Company logo on the Symposium website
- Verbal acknowledgement of sponsorship and logo on sponsor slide at Opening Ceremony
- Logo and contact details to be included in the Symposium App
- 50-word company profile to be included in the Symposium App under sponsor page
- Access to the delegate list post Symposium

Coffee Cart Sponsor – NZ\$3,800 + GST

**Exclusive
opportunity**

REGISTRATION

- Two (2) Symposium registrations which include attendance at sessions, morning tea, afternoon tea, lunch and Networking Function

INCLUSIONS

- Coffee cart, barista and coffees included
- Opportunity to brand the coffee cart, coffee cups and display up to one free standing banner behind the barista, if space permits (to be provided by sponsor)

PROFILE

- Company Logo on Symposium website
- Logo on sponsor slide at Opening Ceremony
- Logo and contact details to be included in the Symposium App
- 50 word company profile to be included in the Symposium App under sponsor page
- Access to delegate list post Symposium

Symposium Lanyards – NZ\$3,575 + GST

**Exclusive
opportunity**

REGISTRATION

- Two (2) Symposium registrations which include attendance at sessions, morning tea, afternoon tea, lunch and Networking Function

PROFILE

- Company logo on Symposium lanyards (to be supplied by sponsor)
- Company Logo on Symposium website
- Logo on sponsor slide at Opening Ceremony
- Logo and contact details to be included in the Symposium App
- 50 word company profile to be included in the Symposium App under sponsor page
- Access to delegate list post Symposium

Stationery Sponsor – NZ\$3,575 + GST

**Exclusive
opportunity**

REGISTRATION

- One (1) Symposium registration which include attendance at sessions, morning tea, afternoon tea, lunch and Networking Function

PROFILE

- Company logo on Symposium Pens and Pads (to be supplied by sponsor)
- Company Logo on Symposium website
- Logo on sponsor slide at Opening Ceremony
- Logo and contact details to be included in the Symposium App
- 50 word company profile to be included in the Symposium App under sponsor page
- Access to delegate list post Symposium

Workshop Sponsor – NZ\$3,250 + GST

**Limited
to 2**

INCLUSIONS

- Opportunity to sponsor a pre-Symposium workshop on Friday 21 March 2025 (subject to committee approval)

REGISTRATION

- One (1) Symposium registration which include attendance at sessions, morning tea, afternoon tea, lunch and Networking Function

PROFILE

- Acknowledgement as Workshop Sponsor at the start of the session
- Acknowledgement as Workshop Sponsor on each of the session slides
- Acknowledgement as Workshop Sponsor in the programme
- Company Logo on Symposium website
- Logo on sponsor slide at Opening Ceremony
- Logo and contact details to be included in the Symposium App
- 50 word company profile to be included in the Symposium App under sponsor page
- Access to delegate list post Symposium

Lunch Sponsor

**NZ\$3,000 + GST per day or NZ\$5,000 + GST for 2 days
(Saturday and/or Sunday)**

**Limited
to 2**

REGISTRATION

- One (1) Symposium registration which include attendance at sessions, morning tea, afternoon tea, lunch and Networking Function

PROFILE

- Opportunity to have roll up banners near the catering stations during the sponsored lunch session – Saturday and/ or Sunday
- Company logo as a holding in the session room during the lunch session
- Company Logo on Symposium website
- Logo on sponsor slide at Opening Ceremony
- Logo and contact details to be included in the Symposium App
- 50 word company profile to be included in the Symposium App under sponsor page
- Access to delegate list post Symposium



Exhibition Opportunities

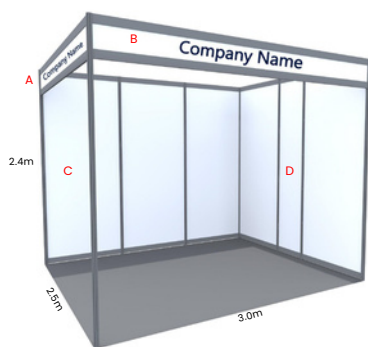
(accurate at time of printing, subject to change)

Location	Due Drop Events Centre, Auckland
Stand Building Setup	Thursday 20 March Custom Builds only from 10.00am – 5.00pm Friday 21 March Custom Build only 8.00am – 5.00pm Exhibitors from 1.00pm – 5.00pm
Opening Hours	Saturday 22 March 8.00am – 7.00pm (including Networking Function) Sunday 23 March 8.00am – 2.00pm
Dismantling	Sunday 23 March 3.00pm – 6.00pm

Stand Costs

Double Stand	\$7,543.50 + GST per 6m x 2.5m stand (only 10 available)
Standard Stand	\$4,457.50 + GST per 3m x 2.5m stand

Exhibition Stand Inclusions



Single stand: 3m x 2.5m
Partitioning 2.4m high
2 spotlights
10 amp 4-way power outlet
Fascia sign with exhibitor's name
Trestle table, tablecloth and 2 x chairs
(if required)

Exhibitor Package Inclusions

- 2 x Exhibitor Passes per stand (morning teas, lunches, afternoon teas and Networking Function)
- Logo, company name and contact details in the Symposium App
- List of Symposium participants, who have agreed to name disclosure, at the Meeting.

Any other requirements may be arranged with the stand builder (details in the exhibition manual)

Custom Build Stands

Sponsors and exhibitors installing custom designed stands must provide the contact details of their appointed stand contractor, (together with a plan showing full design dimensions including a graphic of the stand design) to the Sponsorship Team, email: goodfellow@theconferencecompany.com by no later than 30 December 2024.

Networking Function

This function will be held in the Fisher and Paykel Foyer of the Due Drop Events Centre, Auckland from 5.30pm to 7pm. It is designed to encourage interaction between all participants in a relaxed and informal setting.

Add on Benefits

As a valued sponsor or exhibitor, you have the opportunity to add some components to your package so as to maximise your visibility and attendance at the Symposium.

Symposium registration:

Includes attendance at sessions, morning tea, afternoon tea, lunch and Networking Function: \$740 + GST per registration (subject to capacity limits)

Exhibitor pass:

Which includes morning tea, afternoon tea, lunch and Networking Function: \$325 + GST per additional registration

Networking Function tickets:

\$52.17 + GST per ticket



The floor plan illustrates the layout of the Sir Woolf Fisher Arena for a 200-person event. The main hall is divided into several sections for seating and service. The Entrance is located at the bottom left, leading into a large hall. The stage is at the top, with the Registration and Fisher & Paykel Foyer area just below it. The hall is filled with rows of seating, with numbers indicating the count for each section. Service areas include Catering, Lounge, and Coffee Carts. Dimensions are marked throughout the plan, providing a clear overview of the event space.

Century Foundation Asian Pathway

Terms and Conditions

Booking and Payment

All prices are quoted in New Zealand dollars and exclude Goods and Services Tax ("GST"). GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 15%). If you are registered for New Zealand GST with the New Zealand Inland Revenue Department, the GST paid may be reclaimed on your GST returns. Sponsorship packages and exhibition space will be allocated only on receipt of the online booking form or a signed hard copy booking form.

Confirmation will be sent together with a tax invoice for the full amount. The invoice is payable within 20 days of date of tax invoice. If the payment is not received within this timeframe then you relinquish your right to the requested sponsorship package and exhibition space.

All payments should be made in New Zealand dollars by bank transfer or credit card (Mastercard, Visa or American Express). Payments made by credit card will attract a 2.6% credit card fee to cover commissions.

No sponsor will be allowed to setup their exhibition stand at the Symposium until full payment has been received. Sponsors may not assign or sublet any part of their exhibition space.

The Organising Committee may need to make changes to the floor plan; however, changes will not be undertaken without prior discussion with the companies affected. Sponsors consent to their contact details being shared with Symposium suppliers and contractors.

Delegate List

Email addresses of attendees who have agreed to name disclosure are provided to all sponsors and exhibitors. Kindly ensure that when contacting delegates, involuntary disclosure of information of attendees does not occur and the communication confines within the guidelines of anti-spamming protocols. Non-compliance will result in provision of the list for future meetings without the relevant email contacts.

Medicines New Zealand Code of Practice

Sponsors must comply with the guidelines for 'Activities Directed at Healthcare Professionals' described in the most recent edition of the Medicines New Zealand Code of Practice available on the industry association's website: www.medicinesnz.co.nz

Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- Prior to 29 November 2024, you will be refunded in full, less 20% administration fee
- Between 29 November 2024 and 31 January 2025, you are liable for 50% of the package selected
- From 31 January 2025, you are liable for 100% of the package selected

The Organising Committee reserves the right to cancel the Symposium no later than 29 November 2024 in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.

Application for Sponsorship and/or Exhibition Space

We apply for sponsorship in accordance with the terms and conditions set out in the prospectus

Signed: _____ Date: _____

Print Name: _____

Company Details

Company Name (for invoice purposes): _____

Company Name (for exhibition/promotion): _____

Postal Address: _____

Contact Person: _____

Email: _____

Telephone: _____ Mobile: _____

Sponsorship/Exhibition Package

costing \$ _____ + GST (15%) _____

Exhibition Space

Please nominate in order of preference, your choice of stand: 1st choice 2nd choice

1st choice _____ 2nd choice _____ 3rd choice _____

Stand Build

Please select:

☐ Space only (we will install a custom stand)

☐ Shell Scheme required

Payment

☐ Please invoice

☐ I wish to pay by Credit Card: Visa / Mastercard / American Express (please circle)
- a 2.6% credit card fee will apply on all payments by credit card

Additional comments or requirements...

Please forward this form to:

By email: goodfellow@theconferencecompany.com

By mail: The Conference Company
PO Box 90 040, Auckland 1142, New Zealand

Tax Invoice
GST Number 105-342-527