

Sponsorship & Exhibition Prospectus

16-18 September 2026 | www.icp2026nz.com



International Confederation of Principals' Convention 2026

16-18 SEPTEMBER, AUCKLAND, NEW ZEALAND



ORGANISING COMMITTEE

Jill Corkin - Convenor

Leanne Otene – New Zealand Principals' Federation (NZPF)
President, Oceania Rep on the ICP Council Executive

Jason Miles - NZPF Vice President

Karen Brisco - NZPF Finance Convenor

Gavin Beere - NZPF Business Partners

Shane Buckner – NZPF Business Partners

Lucy Naylor – Auckland Primary Principals Association
(APPA) President

Haley Milne - Tamaki Māori Principals

Stephanie Thompson - Beach Haven Primary Principal
(NZPF Executive)

Saane Faafo-Oldehaver - New Zealand Pasifika Principals Rep

Louise Anaru – Secondary Principals Association of New Zealand
(SPANZ) President

Clarie Amos – Auckland Secondary Principals Association
(ASSPA) President

Maddi Yates and Rose Cunningham – NZPF Office Staff

SPONSORSHIP CONTACT

The Conference Company

Email: icp@theconferencecompany.com

Phone: New Zealand +64 9 360 1240,
free calling from Australia
1800 193 405

Postal: PO Box 90040
Auckland 1142

INVITATION

Nau mai, haere mai,

Hello and welcome,

Thank you for your interest in supporting the International Confederation of Principals (ICP) Convention 2026. The 2026 Convention will be held in Tāmaki Makaurau, Auckland at the New Zealand International Convention Centre (NZICC), from 16 -18 September 2026.

This convention is being hosted in Aotearoa New Zealand on behalf of the International Confederation of Principals by the New Zealand Principals' Federation (NZPF), and as such, the arrangements for the exhibition may be different from those applied to annual NZPF Conferences. Please read the prospectus carefully to understand the opportunities available. This prospectus is designed for both existing NZPF Business Partners and other potential Aotearoa New Zealand and international sponsors who may wish to lend their support to this prestigious professional development opportunity for New Zealand and international principals.

On behalf of the ICP organising committee I would like to acknowledge your support and the importance of your involvement to the success of the convention itself.

The theme for this Convention is **Purapura Korari, Ka ruia e te hau** - *The seeds of the flax bush are dispersed by the four winds. The theme talks to equity, new generations, the scattering of ideas and people by Nga hou e wha* - the four winds of the world, celebrating individual cultures and sharing differences.

Across the globe, school principals have many issues in common, including equity, revival of the culture and language of indigenous peoples, curriculum and assessment, staffing and resourcing, wellbeing and learning support, advancing technology and more. This Convention will stage keynote speakers and breakout sessions on these topics, so that delegates can immerse themselves, debate and together create global solutions for the future.

We expect that our New Zealand and international school principals, along with many of their senior leaders, will be excited to come together for this event to network and be inspired. We are planning for an audience of up to 1800 people in total.

The format of the convention will feature:

- plenary sessions and breakout sessions
- pōwhiri on Wednesday 16 September at NZICC
- convention dinner on Thursday 17 September at Viaduct Events Centre

The NZICC has a large, state of the art, spacious exhibition space. Food and beverage will be served in the exhibition hall throughout the convention. We look forward to your participation and interaction with our convention delegates at every opportunity to provide a mutually beneficial experience for everyone over the three days of the convention programme.

No reira, tēnā koutou katoa

Jill Corkin MNZM

ICP 2026 Convention Convenor

KEY DATES

Registration opens: 24 September 2025

Deadline for receipt of early bird registration fees: 29 May 2026

Exhibition Set Up: 15 September 2026

Convention and Exhibition: 16-18 September 2026

VENUE

NEW ZEALAND INTERNATIONAL CONVENTION CENTRE (NZICC)

Opening in February 2026. Set in the heart of Tāmaki Makaurau, Auckland, the New Zealand International Convention Centre (NZICC) is designed to be a landmark destination for world-class events,

offering a seamless blend of functionality, flexibility, and urban energy. Purposefully designed in collaboration with event industry experts, the NZICC is a vertically stacked, flexible, and modern venue

that integrates seamlessly into the vibrant urban fabric of Auckland. It's more than a building—it's a hub for innovation, collaboration, and memorable experiences.



PROGRAMME

2026	TUESDAY 15th September	WEDNESDAY 16th September	THURSDAY 17th September	FRIDAY 18th September
Morning	School Visits	Pōwhiri and Welcome	Mihi Whakatau and Convention Sessions	Mihi Whakatau and Convention Sessions
Afternoon	Exhibition pack-in	Convention Sessions	Convention Sessions	Convention Close
Evening	Convention Registration		Convention Dinner	

ABOUT THE INTERNATIONAL CONFEDERATION OF PRINCIPALS

The International Confederation of Principals (ICP) is the only global network of national school leader associations. It is dedicated to the development, support and promotion of school leadership.

ICP has over 40 members, made up of school leadership associations. Each member is itself a major organisation that supports the professional development and work of school leaders.

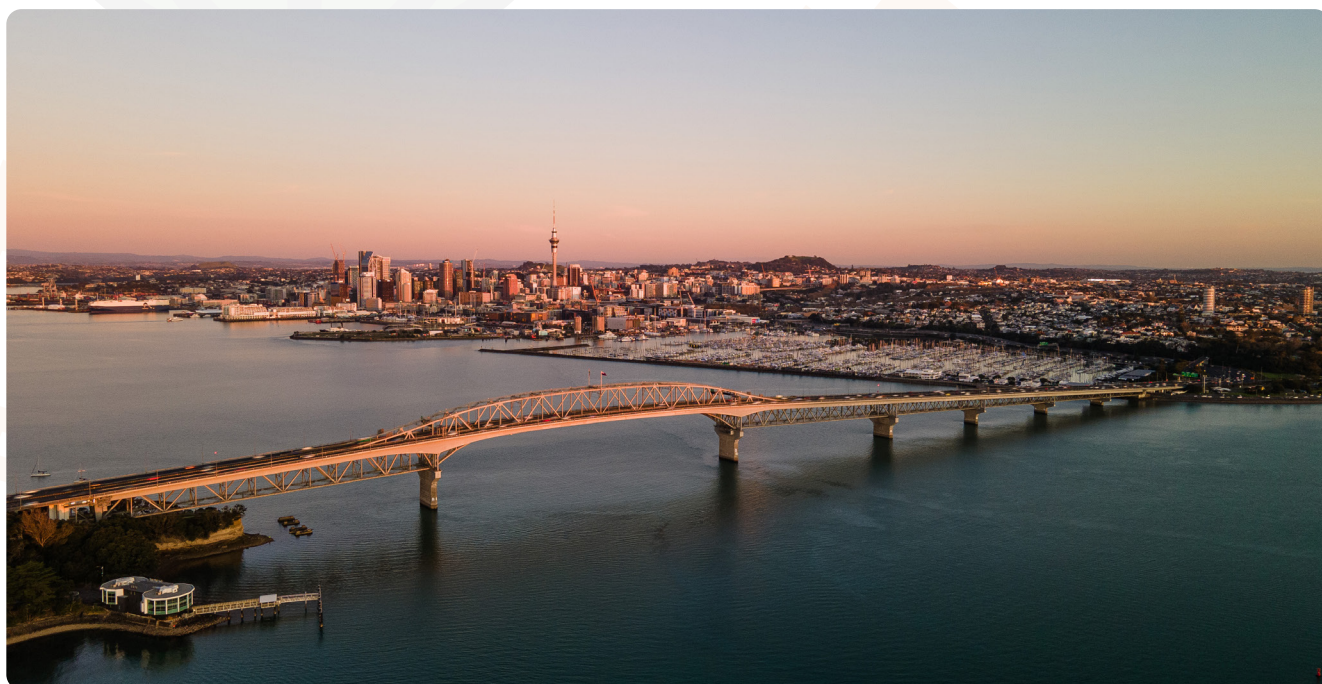
The ICP represents over 135,000 school leaders across five continents and, as such, commands a unique global position as a major voice for school education. The ICP is non-political and non-sectarian.

ICP recognizes four global regions represented in the Executive: Americas, Europe, Africa and Asia/Oceania. ICP maintains relationships with several regional Principal umbrella-organizations as ESHA (Europe) and ACP (Africa).

Further information about ICP can be found on the website: www.icponline.org

DELEGATE INFORMATION

New Zealand principals – State, Independent and Integrated schools
Senior leadership teams
International principals
New principals, small schools and teaching principals
Sponsors and exhibitors
NZPF Business Partners
Education consultants



SPONSORSHIP OPPORTUNITIES

EXCLUSIVE CONVENTION APP SPONSOR - NZ\$7,500 + GST

BENEFITS:

REGISTRATION

- One (1) Convention registration which includes attendance at sessions, tea breaks, lunch and dinner (Thursday)

PROFILE

- Profiled as the Official Convention App sponsor
- Logo on the home page of the App
- Company logo on Convention website with hyperlink
- Company logo and details in the sponsor section of the Convention App
- Access to delegate list (2 weeks prior, 1 week prior)
- Daily app push notification to all delegates using the app
- Company logo and link on the email broadcast to delegates to announce launch of the app

EXCLUSIVE CONVENTION DINNER SPONSOR - NZ\$7,500 + GST

BENEFITS:

REGISTRATION

- One (1) Convention registration which includes attendance at sessions, tea breaks, lunch and dinner (Thursday)
- Three (3) additional tickets to attend the convention dinner. Additional tickets can be purchased separately

PROFILE

- Naming rights to the Convention Dinner
- Verbal acknowledgement by the chairperson prior to the Convention Dinner
- Opportunity to display free standing banners in the Convention Dinner venue
- Branding/Theming to be incorporated where feasible
- Company logo on Convention website with hyperlink
- Company logo and details in the sponsor section of the Convention App
- Access to delegate list (2 weeks prior, 1 week prior)

EXCLUSIVE CONVENTION LUNCH SPONSOR - NZ\$8,000 + GST

(Exclusive opportunity to sponsor all the Convention Luncheons based on availability)

BENEFITS:

REGISTRATION

- One (1) Convention registration which includes attendance at sessions, tea breaks, lunch and dinner (Thursday)

PROFILE

- Naming rights to the lunches for the duration of the Convention
- Verbal acknowledgement by the chairperson prior to the lunches
- Opportunity to display a free standing banner (or other static display) at the lunches
- Opportunity to brand serviettes (sponsor to supply)
- Company logo on Convention website with hyperlink
- Company logo and details in the sponsor section of the Convention App
- Access to delegate list (2 weeks prior, 1 week prior)

OR

CONVENTION DAY LUNCH SPONSOR - NZ\$3,000 + GST

(Per day sponsor) based on availability

BENEFITS:

REGISTRATION

- One (1) Convention registration which includes attendance at sessions, tea breaks, lunch and dinner (Thursday)

PROFILE

- Naming rights to the lunch on the selected day of the Convention
- Verbal acknowledgement by the chairperson prior to the lunch
- Opportunity to display a free standing banner (or other static display) at your lunch
- Opportunity to brand serviettes (sponsor to supply)
- Company logo on Convention website with hyperlink
- Company logo and details in the sponsor section of the Convention App
- Access to delegate list (2 weeks prior, 1 week prior)

SPEAKER SPONSOR - NZ\$3,000 + GST

BENEFITS:

REGISTRATION

- One (1) Convention registration which includes attendance at sessions, tea breaks, lunch and dinner (Thursday)

PROFILE

- This sponsorship enables you to be associated to a particular speaker during their presentation/s.
- Opportunity to display a free standing banner (or other static display) in the room during the speaker's presentation/s
- Company logo on Convention website with hyperlink
- Company logo and details in the sponsor section of the Convention App
- Access to delegate list (2 weeks prior, 1 week prior)

CONVENTION WIFI - NZ\$3,000 + GST

BENEFITS:

REGISTRATION

- One (1) Convention registration which includes attendance at sessions, tea breaks, lunch and dinner (Thursday)

PROFILE

- Sponsor can provide the WiFi password of their choice
- Company logo on Convention website with hyperlink
- Company logo and details in the sponsor section of the Convention App
- Access to delegate list (2 weeks prior, 1 week prior)



COFFEE CART & LOUNGE SPONSOR - NZ\$3,750 + GST

(Limited to four)

REGISTRATION

- One (1) Convention registration which includes attendance at sessions, tea breaks, lunch and dinner (Thursday)

PROFILE

- Promoted as Coffee Cart and Lounge Sponsor (Coffee Cart / Barista, coffee, branded cups, staff and all other costs are at Sponsor's expense: estimated at NZ\$3,000)
- Lounge space with furniture included
- Opportunity to brand the lounge space (banners, flyers etc)
- Company logo on Convention website with hyperlink
- Company logo and details in the sponsor section of the Convention App
- Access to delegate list (2 weeks prior, 1 week prior)



WATER BOTTLE SPONSOR - NZ\$3,000 + GST (EXCLUSIVE OPPORTUNITY)

(Item to be supplied by Sponsor)

BENEFITS:

- Company logo on a reusable drink bottle to be given to every delegate at registration. Delegates will be able to use the water bottle throughout the Convention as water stations will be located around the venue.
(Water bottles to be supplied by the sponsor and approved by Organising Committee prior to the event)

REGISTRATION

- One (1) Convention registration which includes attendance at sessions, tea breaks, lunch and dinner (Thursday)

PROFILE

- Company logo on Convention website with hyperlink
- Company logo and details in the sponsor section of the Convention App
- Access to delegate list (2 weeks prior, 1 week prior)



EXHIBITION OPPORTUNITIES

EXHIBITOR – NZ\$5,000 + GST

BENEFITS:

REGISTRATION

- Two (2) Exhibitor staff passes which includes tea breaks and lunches
- Convention dinner tickets can be purchased separately

EXHIBITION SPACE

- Exhibition stand of 3m x 2.5m (7.5m²) in the exhibiting area

PROFILE

- Company name on the website with hyperlink
- Company details in the Exhibitor section of the Convention App
- Access to the delegate list (2 weeks prior, 1 week prior)



ADDITIONAL EXHIBITION INFORMATION

EXHIBITOR STAND ALLOCATION

- Open shell scheme stand 3m wide x 2.5m deep (7.5m²)
- White octanorm wall panels 2.4m high
- Organisation name on fascia board
- One (1) x 100w spotlight
- One (1) x 10amp power point with a 4 way multi box
- Covered trestle table and two chairs



Sponsors 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 and Exhibition Executive email: icp@theconferencecompany.com by no later than 10 July 2026.

All custom designed stands must be approved by the venue and Convention Organising Committee.

Furniture hire and provision of internet connections is not included for any of the above packages. These items may be hired from the official Convention contractors. Contact details will be provided in the Sponsorship and Exhibition Manual which will be circulated three months prior to the Convention.



PRELIMINARY EXHIBITION TIMETABLE

15 September 2026	Exhibition Set Up (11.00am - 5.00pm)
16 September 2026	Exhibition Open (7.30am - 5.15pm)
17 September 2026	Exhibition Open (8.00am - 4.30pm)
18 September 2026	Exhibition Open (8.00am - 2.00pm)

Note: this is a preliminary schedule. Final timings will be published in the Sponsorship and Exhibition Manual.

EXHIBITOR STAFF PASSES

An allocation of Exhibitor Staff Passes is included in each exhibition package. These passes include tea breaks and lunches. They do not include attendance at programme sessions or the Convention dinner. Sponsors and exhibitors will receive access to an online form to register staff.

Additional Exhibitor passes may be purchased at NZ\$250 + GST per person.

Convention dinner tickets can be purchased separately. Ticket price NZ\$150 + GST.

SPONSORSHIP AND EXHIBITION MANUAL

A manual will be distributed to all sponsors and exhibitors three months prior to the Exhibition. The manual will contain details of the online registration process for staff, the pack-in / pack-out schedule and supplier contact details.

ACCOMMODATION

Sponsors will be able to book accommodation at Convention hotels. Accommodation details can be found in the Convention website. Accommodation will be limited so please ensure you book this as soon as possible.



TERMS AND CONDITIONS

BOOKING AND PAYMENT

All prices are quoted in New Zealand dollars and exclude GST (Goods and Services Tax). 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 a signed copy of the booking form (i.e. a first come, first served basis).

Please check your products or services do not conflict with NZPF Gold Business Partners, as they have exclusivity at this event and a competing product can result in the cancellation of your exhibitor or sponsorship package. Expressions of interest from potential International based exhibitors, however, may be approved on a case by case basis. A list of NZPF Gold Business partners may be found at: www.nzpf.ac.nz/business-partners. This is applicable to New Zealand Exhibitors.

Confirmation will be sent together with a tax invoice for the full amount and is payable within 20 days of the date of invoice (or prior to the Convention). If 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 credit card or bank transfer. Credit card payments will be subject to 3.3% credit card fee.

All payments due must be received by the Conference Managers prior to the Convention. No sponsor or exhibitor will be allowed to set up their exhibition stand at the Convention 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 floorplan, however, changes will not be undertaken without prior discussion with the companies affected.

Sponsors consent to their contact details being shared with Convention suppliers and contractors.

CANCELLATION POLICY

If notification of cancellation of sponsorship is received in writing:

- prior to 26 June 2026, you are liable for 50% of the package selected
- from 26 June 2026, you are liable for 100% of the package selected

WE INVITE YOUR SUPPORT

Thank you for taking the time to consider the possibilities the International Confederation of Principals' Convention 2026 has to offer.

If you have made your choices, please complete and return to us the Application for Sponsorship and Exhibition form. If we can assist with further information, or discussing other opportunities, please contact the Conference Managers.

We hope that you are as enthusiastic about the opportunities that are available in Auckland as we are and look forward to welcoming you to Auckland in 2026.

CONTACT:

THE CONFERENCE COMPANY

PO Box 90040
Auckland 1142
New Zealand

Email: icp@theconferencecompany.com

Phone: New Zealand +64 9 360 1240, calling from Australia 1800 193 405



INTERNATIONAL CONFEDERATION OF PRINCIPALS' CONVENTION 2026

APPLICATION FOR SPONSORSHIP AND EXHIBITION

Please complete the form below. If you wish to pay by credit card, we will provide you with a link to our secure payment site once your signed application form is received. Additional credit card fees will apply for payments made via credit card.

We apply for sponsorship and/or exhibition in accordance with the terms and conditions set out in the prospectus.

Please forward this form:

By email: icp@theconferencecompany.com

By fax: +64 9 360 1242

By mail to: The Conference Company, PO Box 90040, Auckland, 1142, New Zealand

Company Details			
Company Name (for invoice)		Company Name (for exhibition / promotion)	
Postal Address			
Telephone		Mobile	
Email			
Contact Person			

Sponsorship requirements			
	Sponsor	NZ\$	
	Sponsor	NZ\$	
	Sponsor	NZ\$	
	Exhibitor	NZ\$	
Total NZ\$			

Stand Preferences
Stand space is allocated to companies in order of level of sponsorship based on the date the signed application is received. A final floorplan will be forwarded to your company representative in 2026 to select from available spaces.



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16-18 SEPTEMBER, AUCKLAND, NEW ZEALAND



For more information please contact:

THE CONFERENCE COMPANY

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Australia 1800 193 405

Email: icp@theconferencecompany.com

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