



33RD NZSTA ANNUAL CONFERENCE

20-23 JULY 2023 | ROTORUA

TITIRO WHAKAMURI,
KA HAERE WHAKAMUA

SPONSORSHIP PROSPECTUS

ORGANISING COMMITTEE

Lorraine Kerr, NZSTA President

Elise Adams, Chief Executive Officer

Emma Holmes, Executive Assistant

www.nzstaconference.co.nz

SPONSORSHIP CONTACT

The Conference Company

Email: nzsta@theconferencecompany.com

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

Postal: PO Box 90040, Auckland 1142

Invitation



Tēnā koe,

Greetings to you our existing and prospective partners.

I have the pleasure of welcoming and inviting you to NZSTA's 33rd annual conference. Your investment in our conference, either as Preferred Partner or Trade Site partner, is acknowledged and appreciated.

This year we return to the familiar venue and care of our wonderful hosts at the Rotorua Energy Events Centre.

NZSTA is working this year with The Conference Company as our professional conference organiser. This is a new partnership and it is imperative to us that you receive all the care and comfort as you consider and confirm a place with us in Rotorua. We welcome your feedback.

NZSTA has a critical role in the education sector, as the voice of schools boards through our membership role as well being a key provider of advice, support and professional learning and development for all state and state-integrated school boards in Aotearoa.

Our membership currently stands at 91% of all state and state-integrated school boards and so you can be sure that our ability to promote your organisation will achieve a reputable reach which reflects your investment.

We do this work by ensuring an extensive network of partners and stakeholders including central and local government, sector agencies, compulsory schooling providers as well as those agencies who support schools to enable every student achieves their highest educational potential.

Ngā manaakitanga

Elise Adams

CHIEF EXECUTIVE OFFICER

Key Dates

Exhibition Set Up:	Wednesday 19th July 2023
Conference and Exhibition:	20th – 23rd July 2023
Exhibition Pack Down:	Sunday 23rd July

Destination and Venue

Rotorua is an iconic international visitor destination, renowned for its Maori cultural experiences and amazing geothermal activity. Only a short drive from exquisite mountains and a chain of sparkling lakes, Rotorua offers a vast array of activities and experiences to suit every style.

Being an iconic tourism town, Rotorua also offers a comprehensive range of accommodation of all types, including large hotels and exclusive luxury lodges. Downtown Rotorua boasts over 250 shops, and a selection of more than 50 restaurants and cafes to choose from. This is a city filled with adventure and excitement, and there is something to suit everyone.



Rotorua Energy Events Centre, Queens Drive, Rotorua 3010, New Zealand

The perfect venue for conferences, exhibitions, banquets, sporting events and concerts. Versatile and consummate, incorporating no less than ten separate spaces and comprehensive services. Positioned at the edge of Lake Rotorua, the Energy Events Centre's unique location within the picturesque Government Gardens provides extensive car parking and is also within easy walking distance of the retail precinct, accommodation, restaurants, cafes and spa facilities.

Programme

Thursday 20th July 2023

1.00pm	Registration Opens
3.00pm	Powhiri
3.30pm	Kāpu tī
4.00pm	Hui – Facilitated by Andrea Webster (NZSTA)
-6.30pm	Fono – Facilitated by Patrick Ikiua (NZSTA)

Friday 21st July 2023

7.15am	Registration Opens
8.00am	Conference Opening Mihi Whakatau
8.15am	NZSTA President address Lorraine Kerr MNZM
8.20am	NZSTA CEO Address Elise Adams
8.25am	Keynote Presentation – Paula Tesoriero Te Tumu Whakarae - Chief Executive Whaikaha – Ministry of Disabled People
9.20am	Morning Tea
10.05am	Keynote Presentation – Doug Howlett
11.15am	Keynote Presentation – Minister Jan Tinetti
12.00 noon	Lunch
12.45pm	Keynote Presentation - Minister Kelvin Davis
1.30pm	NZSTA Regional Meetings
2.30pm	Seminar Session 1 Masterclass 1
4.00pm	Afternoon Tea
4.20pm	Seminar Session 2 Masterclass 1 continues
6.15pm	NZSTA Cocktail Function Energy Event Centre Sponsored by:
7.45pm	Venue Closes

Saturday 22nd July 2023

8.00am	Day Two begins
8.30am	Keynote Presentation – Judge Peter Boshier
9.15am	Seminar Session 3 Masterclass 2
10.45am	Morning tea
11.00am	NZSTA Annual General Meeting
1.15pm	Lunch
1.45pm	Seminar Session 4 Masterclass 2 continues
3.15pm	Afternoon Tea
3.30pm	Keynote Presentation – Privacy Commissioner – Michael Webster
4.15pm	Seminar Session 5 Masterclass 3
5.45pm	Day 2 closes
7.00pm	NZSTA Conference Gala Dinner – Back to the Future Energy Event Centre Sponsored By: Crombie Lockwood

Sunday 23 July 2023

8.30am	Seminar Session 6 Master Class 3 continues
10.00am	Morning Tea
10.30am	Keynote Presentation – Geoff Knight
11.30am	Prize Giving
12.15pm	Poroporoaki

*Subject to change

Partner Opportunities

Preferred Partner

ENTITLEMENTS

Exhibition

- Booth size of 3m width, 2m depth and 2.5m height
- Priority site selection in sponsored reserve exhibition space

Branding and advertising

Pre-Conference

- Endorsement from NZSTA national office
- High level partner promotion to members
- Prominent branding (logo) on NZSTA website
- Prominent branding (logo) and profile (200-word limit) on NZSTA Conference website
- 2x full page advertising opportunities in STAnews
- 1x A6 insert in STAnews
- Logo branding on all NZSTA staff emails
- Logo on all regional training PowerPoints
- Logo in regional newsletters

During Conference

- Logo on Preferred Partners conference handbook page
- Conference handbook half page advertisement
- Logo on conference mini guide
- Logo on conference bag
- Logo on exhibition passport
- Branding on conference lanyards
- 2x A6 inserts in conference bag

Post Conference

- Branding on post event survey
- Branding on post event thank you email to all attendees
- Logo on thank you note / gifts to keynote speakers

Acknowledgement

- Verbal acknowledgement of brand by MC
- Verbal acknowledgement of brand by NZSTA President

Networking

- 2x Complimentary VIP tickets to conference dinner
- 2x invitations to cocktail function
- 2x catering passes during conference
- Conference delegate list (from those that have provided permission) received after the conference.

**\$10,000 + GST
Per – Annum
2 Year Term**

Gold Sponsors

Gold Conference APP Sponsor \$3,500 + GST

ENTITLEMENTS

Branding and advertising

Pre-Conference

- Logo on conference website
- Logo on pre-conference email broadcast

During Conference

- Logo on landing page of Conference APP
- Naming rights to Conference APP on all collateral
- Naming rights to Conference APP on PowerPoint
- 2x A6 inserts for conference bag

Post Conference

- Branding on post event survey

Acknowledgement

- Verbal acknowledgement of brand by MC as Gold Sponsor
- PowerPoint acknowledgement at conference as Gold Sponsor

Networking

- Conference delegate list (from those that have provided permission) received after the conference.

\$3,500 + GST

**Four
opportunities
available**

Gold Conference Keynote Speaker Sponsor \$3,500 + GST

ENTITLEMENTS

Branding and advertising

Pre-Conference

- Logo and profile (100-word limit) on conference website
- Logo on pre-conference email broadcast

During Conference

- Logo on speakers page of conference website
- Naming rights to keynote on all collateral
- Naming rights to keynote on PowerPoint
- 2x A6 inserts for conference bag

Post Conference

- Logo on post event survey

Acknowledgement

- Verbal acknowledgement of brand by MC as Gold Sponsor
- PowerPoint acknowledgement at conference as Gold Sponsor

Networking

- Conference delegate list (from those that have provided permission) received after the conference.

Gold Conference Handbook Sponsor \$3,500 + GST

ENTITLEMENTS

Branding and advertising

Pre-Conference

- Logo and profile (100-word limit) on conference website
- Logo on pre-conference email broadcast

During Conference

- Logo on conference handbook cover
- Logo within conference handbook
- 2x A6 inserts for conference bag

Post Conference

- Logo on post event survey

Acknowledgement

- Verbal acknowledgement of brand by MC as Gold Sponsor
- PowerPoint acknowledgement at conference as Gold Sponsor

Networking

- Conference delegate list (from those that have provided permission) received after the conference.

Gold Conference Event Partner \$3,500 + GST

ENTITLEMENTS

Branding and advertising

Pre-Conference

- Logo and profile (100-word limit) on conference website
- Logo on pre-conference email broadcast

During Conference

- Naming rights to one catering break on all conference collateral
- Company banner at catering break
- Company name on buffet tables
- Logo within conference handbook
- 2x A6 inserts for conference bag

Post Conference

- Logo on post event survey

Acknowledgement

- Verbal acknowledgement of brand by MC as Gold Sponsor
- PowerPoint acknowledgement at conference as Gold Sponsor

Networking

- Conference delegate list (from those that have provided permission) received after the conference.

Silver Sponsors

Silver Conference Exhibition Passport \$2,750 + GST

ENTITLEMENTS

Branding and advertising

Pre-Conference

- Logo and profile (50-word limit) on conference website

During Conference

- Company banner at Prize Giving
- Logo on exhibition passport

Acknowledgement

- Verbal acknowledgement of brand by MC as Silver Sponsor

\$2,750 + GST

**Two
opportunities
available**

Silver Conference Brochure \$2,750 + GST

ENTITLEMENTS

Branding and advertising

Pre-Conference

- Logo and profile (50-word limit) on conference website

During Conference

- Logo on brochure cover (brochure hard copy sent to all NZ Schools)

Acknowledgement

- Verbal acknowledgement of brand by MC as Silver Sponsor

Exhibition Booth

Branding and advertising

Pre-Conference

- Logo and profile (50-word limit) on conference website

During Conference

- 1x Octex trade site in the exhibition hall
- Logo in conference handbook on exhibitor listing page
- Logo on Exhibition passport
- QR code to display at your trade site for lead generation
- 1x A6 insert for conference bag

Acknowledgement

- PowerPoint acknowledgement on exhibitors listing

Networking

- Conference delegate list (from those that have provided permission)
- Catering for 2 during conference
- 2x invitations to cocktail function
- Opportunity to purchase 1x ticket to the conference (subject to availability) received after the conference.

Please note – additional exhibitor passes can be purchase at the cost of \$350 + gst limited to 2 additional passes per company

\$2,500 + GST
30
opportunities
available



Additional Exhibition Information

Display Space

White 2.5m high Octex panel system

Dimensions:

- 2.5m height
- 3.0m width
- 2.0m depth

One (1) Trestle table and two (2) chairs

Company name fascia signage

10amp power – 4 way multibox

Two (2) 150 watt spotlights

Exhibition Hire is proud to be appointed the official exhibition contractor for the NZSTA Conference 2023. One of the best ways of improving the overall aesthetics of your stand is through the use of furniture, flooring and display equipment. For more help, please email Devon Barnett - devon@exhibitionhire.co.nz



U-Shape



L-Shape

Preliminary Exhibition Timetable

Thursday, 20 July	(2pm-6pm) (3.30pm)	Pack in Registration opens
Friday, 21 July	(10am – 5.30pm) (6pm – 7pm)	Exhibition open Exhibitor cocktails with NZSTA President
Saturday, 22 July	(10am – 4pm) (7:30pm)	Exhibition open Conference dinner – opportunity to purchase one ticket to the conference dinner, subject to availability
Sunday, 23 July	(9.30am – 10.30am) (11am) (11.30am) (1pm)	Exhibition open Pack out Prize Giving with the Exhibitors and Sponsors Venue closes

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

Sponsorship and Exhibition Manual

A manual will be distributed to all sponsors and exhibitors in May. 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 through Conference hotels. Accommodation details are provided on the conference website – www.nzstaconference.co.nz

Accommodation is limited so please ensure you book this as soon as possible.

We Invite Your Support

Thank you for taking the time to acquaint yourself with the possibilities NZSTA Conference has to offer. For those who have made your choices, please complete and return to us the Sponsorship Booking form.

If you require any further information, or wish to discuss additional opportunities, please contact the NZSTA Conference managers.

We hope that you are as enthusiastic about the opportunities available in Rotorua as we are and look forward to welcoming you in Rotorua in July 2023.

Nga Mihi,

NZSTA Conference Managers

The Conference Company

Email: nzsta@theconferencecompany.com

Website: www.nzstaconference.co.nz

Phone: +64 9 360 1240

Application for Sponsorship/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 in accordance with the terms and conditions set out in the prospectus.

Please email your application to: nzsta@theconferencecompany.com

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\$			

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).

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 Conference). If payment is not received within this time frame 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 2.6% credit card fee.

All payments due must be received by the Conference Managers prior to the conference. No sponsor or exhibitor will be allowed to set up their exhibition stand at the conference 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 Conference suppliers and contractors.

Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 18 May 2023, you are liable for 50% of the package selected
- from 18 May 2023, you are liable for 100% of the package selected.





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