

Sponsorship & Exhibition Prospectus

2 - 4 August 2021 | www.nzpfconference.com



NEW ZEALAND PRINCIPALS' FEDERATION
Ngā Tumūaki o Aotearoa



ROTORUA

CONFERENCE
2-4 August 2021

POWER ▶ PASSION ▶ PACE

Pai tū Pai hinga! Whakamaua kia tina!

ORGANISING COMMITTEE

Jill Corkin MNZM, Conference Convenor

Perry Rush, NZPF National President

Cherie Taylor-Patel, NZPF Executive - Vice President

Karen Brisco NZPF Executive - Finance Convenor

Gavin Beere, NZPF Executive - Business Partners

Julie Hepburn, NZPF Executive - Secretary

Stephanie Thompson, NZPF Executive

Phil Palfrey, NZPF Executive

SPONSORSHIP CONTACT

The Conference Company

Email: nzpf@theconferencecompany.com

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

Postal: PO Box 90040
Auckland 1142

INVITATION

Kia ora, nau mai, haere mai

Thank you for your interest in supporting the New Zealand Principals Federation (NZPF) and the 2021 national conference.

This prospectus is designed for both existing NZPF Business Partners and potential sponsors who may wish to lend their support to this national professional development opportunity for New Zealand principals. On behalf of NZPF and the organising committee I would like to acknowledge your support and the importance of your involvement to NZPF and to the success of the conference itself.

The 2021 NZPF Conference will be held in Rotorua at the Energy Events Centre from 2-4 August.

We have chosen the title *Power, Passion, Pace; Pai tu Pai hinga! Whakamaua kia tina!* for this conference. This signifies a need to renew, refresh and move ahead after an unusually fragmented year in 2020.

After the drought of 2020, when we were unable to hold either a national or a Trans-Tasman conference, we expect that our New Zealand primary and intermediate school principals, along with many of their senior leaders, will be eager to come together for this event to network and be inspired. We are planning for an audience of up to 650 people in total (including Business Partners and sponsors).

The format of the conference will feature:

- plenary & breakout sessions
- an activities afternoon to support hauora and allow for networking, including sponsors
- a welcome event on Sunday evening 1 August
- a powhiri on Monday 2 August
- a conference dinner

Food and beverage will be served in the exhibition hall throughout the conference.

We look forward to your participation and interaction with our conference delegates at every opportunity to provide a mutually beneficial experience for everyone over the three days of the conference programme.

Nga mihi mahana

Jill Corkin, MNZM
NZPF Conference Convenor

KEY DATES

Registration opens: 16 March 2021

Deadline for receipt of early bird registration fees: 12 May 2021

Exhibition Set Up: 1 August 2021

Conference and Exhibition: 2-4 August 2021

VENUE

ENERGY EVENTS CENTRE, ROTORUA

Rotorua's Energy Events Centre is a versatile, multi-purpose convention venue that incorporates ten separate spaces ideal for conferences and exhibitions.

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

2021		MONDAY 2 August	TUESDAY 3 August	WEDNESDAY 4 August
Morning		Powhiri and Welcome	Conference Sessions	Conference Sessions
Afternoon	Exhibition pack-in	Breakout Sessions	Hauora Activities	
Evening		Welcome Function	Conference Dinner	

ABOUT THE NEW ZEALAND PRINCIPALS' FEDERATION

The New Zealand Principals' Federation represents more than 2,000 principals from the education sector.

The Federation, which was first established in 1982, provides support and a professional voice for members throughout New Zealand. They also provide information and professional resources, legal support and advice as well as a number of publications and a helpline.

Our fourteen strong executive works hard on behalf of members in a number of areas. These include representation on reference groups pertaining to education as well as regular meetings with the Minister of Education, the Secretary for Education and the CEO of the Education Review Office and lobbying where appropriate.

DELEGATE INFORMATION

New Zealand primary principals – State, Independent and Integrated schools
Senior leadership teams
Other international principals
First timers, new principals, small school and teaching principals
Secondary principals
Sponsors and exhibitors
NZPF Business partners
Education consultants



NZPF BUSINESS PARTNER ENTITLEMENTS

NZPF Business Partnerships are three year partnerships with the New Zealand Principals' Federation and include benefits outside of the Conference. The below entitlements are for existing Business Partners.

For more information about Business Partnerships, visit www.nzpf.ac.nz.

	PLATINUM	GOLD	SILVER	BRONZE	NOTES
Exclusivity	1 business of this type & product exclusivity	Product exclusivity	None	None	
Naming rights	Full naming rights and the right to have the company name and logo on the front cover of AGM Booklet	None	None	None	
Trade stand	1 st choice and placement of double stand	1 st choice after Platinum and placement of double stand	Single stand	Single stand	When held in New Zealand and similar when conference held in Australia
Stand personnel entitlements	4 exhibitor entries	4 exhibitor entries	2 exhibitor entries	2 exhibitor entries	
Registrations	2 including two conference dinners	2 including two conference dinners	1 including one conference dinner	1 including one conference dinner	Registration includes am and pm teas, lunches, the conference dinner and any other social events except those that attract a separate charge
Speaking rights or be interviewed	8 minutes prominent time slot	5 minutes prominent time slot	3 minutes prominent time slot	No speaking rights	
Advertising in Conference app	Prominence in the conference app	Prominence in the conference app	Space on the conference app	Space on the conference app	
President's reception	Invitation	Invitation	Invitation	Invitation	
Conference attendees	On request can receive email addresses of all NZPF National Conference attendees	On request can receive email addresses of all NZPF National Conference attendees	On request can receive email addresses of all NZPF National Conference attendees	N/A	i.e. Conference attendees that allow their contact details to be shared
Acknowledgement	Special and significant acknowledgement "at appropriate forums"				

SPONSORSHIP OPPORTUNITIES

EXCLUSIVE CONFERENCE APP SPONSOR - NZ\$7,000 + GST

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Sunday) and dinner (Tuesday)

PROFILE

- Profiled as the Official Conference App sponsor
- Logo on the home page of the App
- Company logo on Conference website with hyperlink
- Company logo and details in the sponsor section of the Conference 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 CONFERENCE DINNER SPONSOR - NZ\$6,000 + GST

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)
- Three (3) additional tickets to attend the conference dinner. Additional tickets can be purchased separately

PROFILE

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

EXCLUSIVE CONFERENCE LUNCH SPONSOR - NZ\$6,000 + GST

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

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

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

OR

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

(Per day sponsor) based on availability

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

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

EXCLUSIVE WIFI SPONSOR - NZ\$4,000 + GST

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

- Company website as the home page (if available - dependent on wifi provider)
- Company logo on Conference website with hyperlink
- Company logo and details in the sponsor section of the Conference App
- Access to delegate list (2 weeks prior, 1 week prior)

SPEAKER SPONSOR - NZ\$3,000 + GST

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

- This sponsorship enables you to associate to a particular speaker for the duration of the Conference (pending approval from the Organising Committee and the selected speaker)
- Opportunity to display a free standing banner (or other static display) in the room during the speaker's presentation/s
- Company logo on Conference website
- Company logo and details in the sponsor section of the Conference App
- Access to delegate list (2 weeks prior, 1 week prior)

CONFERENCE USB SPONSOR - NZ\$3,000 + GST

(Item to be supplied by Sponsor)

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and reception (Monday)

PROFILE

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

CONFERENCE LANYARD SPONSOR - NZ\$3,000 + GST

(Item to be supplied by Sponsor)

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

- Company logo on Conference lanyards (to be supplied by sponsor, estimate cost - \$2.00 per lanyard)
- Company logo on Conference website with hyperlink
- Company logo and details in the sponsor section of the Conference App
- Access to delegate list (2 weeks prior, 1 week prior)

CONFERENCE STATIONERY SPONSOR - NZ\$3,000 + GST

(Item to be supplied by Sponsor)

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

- Company logo on Conference Pens and Pads (to be supplied by sponsor)
- Company logo on Conference website with hyperlink
- Company logo and details in the sponsor section of the Conference App
- Access to delegate list (2 weeks prior, 1 week prior)

COFFEE CART SPONSOR - \$2,800 + GST

(Limited to two)

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

- Promoted as the Coffee Cart Sponsor of the Conference (Coffee Cart / Barista, coffee, branded cups, staff and all other costs are at Sponsor's expense: estimated at \$4,500)
- Coffee Cart / Barista will be located in a high traffic location
- Company logo on Conference website
- Company logo and details in the sponsor section of the Conference 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 Conference 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) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

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

HEALTH & WELLBEING SESSION SPONSOR - NZ\$3,000 + GST (ITEM TO BE SUPPLIED BY SPONSOR)

BENEFITS:

- An opportunity for the Sponsor to run a session related to health and wellbeing (eg exercise, yoga, meditation etc) for the duration of up to one hour on Monday, Tuesday or Wednesday morning, prior to commencement of Conference sessions.
- Opportunity to provide branded t-shirts to all the attendees (t-shirts provided at Sponsor's expense)
- Any equipment or teacher for the class to be provided by the Sponsor

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, morning tea, afternoon tea, lunch, Welcome Function (Monday) and dinner (Tuesday)

PROFILE

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

EXHIBITION OPPORTUNITIES

EXHIBITOR - NZ\$4,600 + GST

BENEFITS:

REGISTRATION

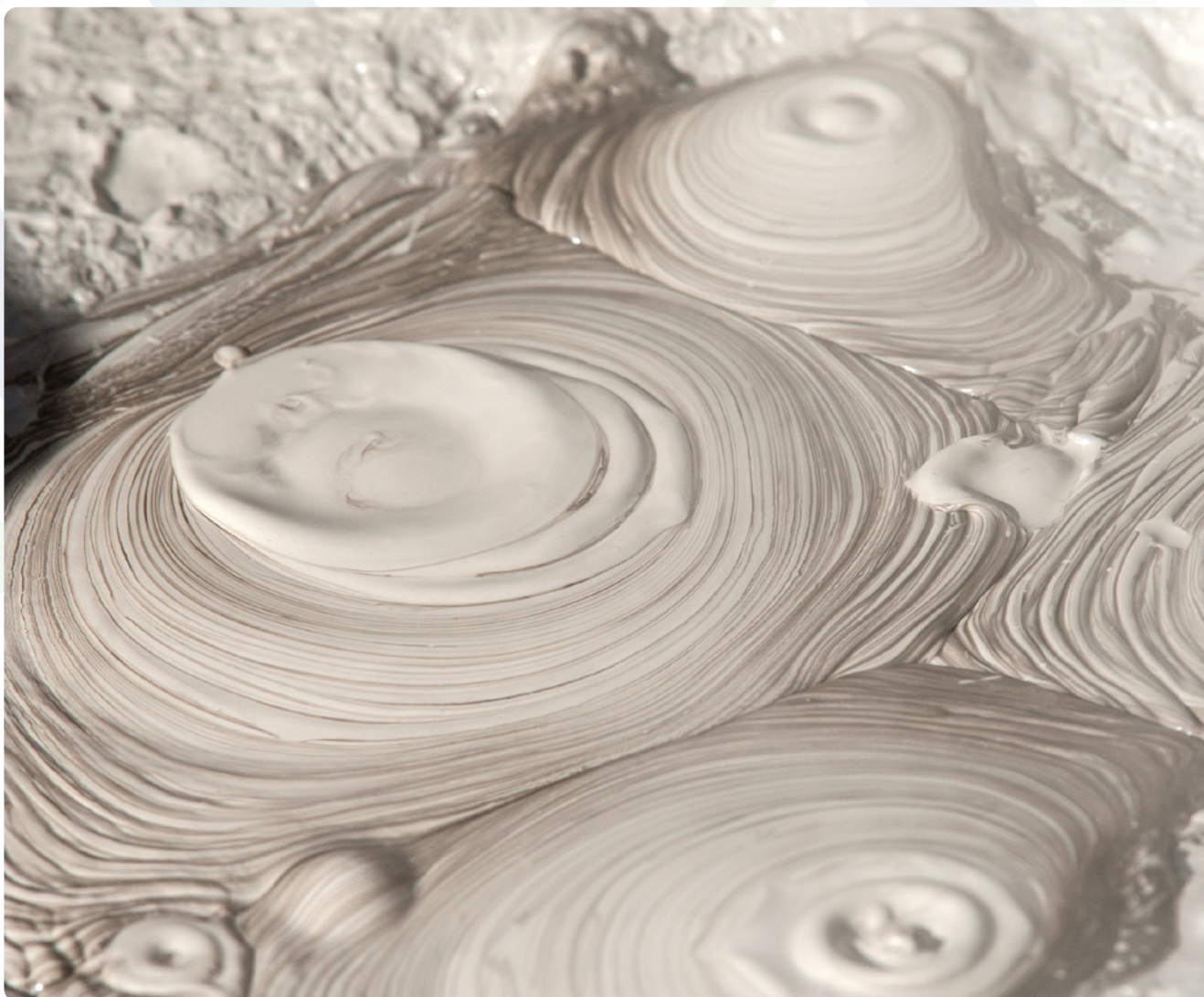
- Two (2) Exhibitor staff passes which includes morning tea, afternoon tea, lunch and reception conference
- Conference dinner tickets can be purchased separately

EXHIBITION SPACE

- Exhibition stand of 6sqm (3m x 2m) in the exhibiting area

PROFILE

- Company name on the website with hyperlink
- Company details in the Exhibitor section of the Conference 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 2m deep (6m²)
- 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

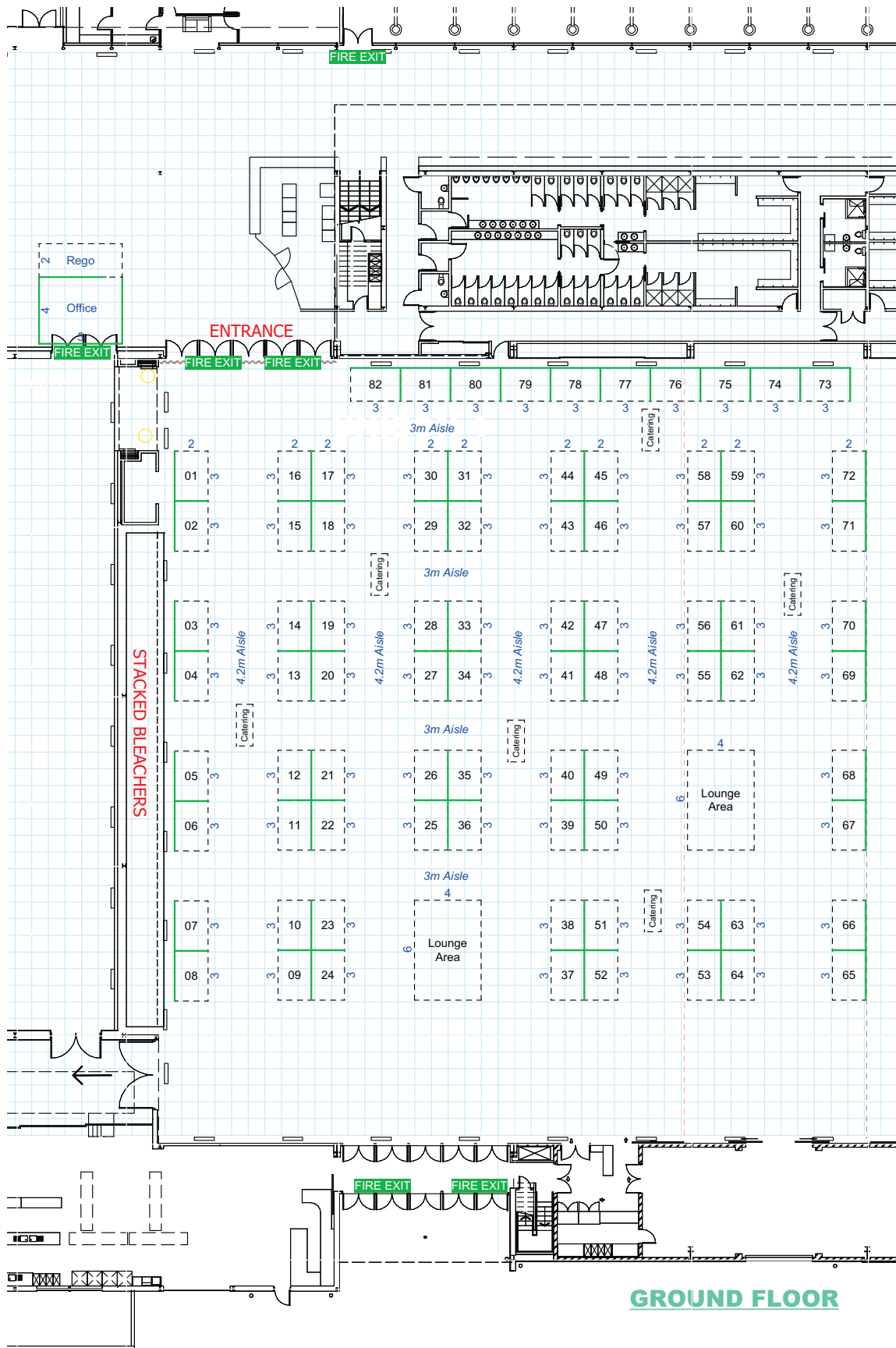
Sponsors installing custom designed stands must provide the contact details of their appointed stand contractor, (together with a plan showing full design dimensions including a graphic of the stand design) to the Sponsorship and Exhibition Executive email: nzpf@theconferencecompany.com by no later than May 2021.

All custom designed stands must be approved by the venue and Conference 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 Conference contractors. Contact details will be provided in the Sponsorship and Exhibition Manual which will be circulated three months prior to the Conference.



EXHIBITION FLOOR PLAN



PRELIMINARY EXHIBITION TIMETABLE

1 August 2021 Exhibition Set Up (10am to 5pm)

2 August 2021 Exhibition Open (12pm to 4pm)

2 August 2021 Welcome Function held in exhibition hall (5pm to 6pm)

3 August 2021 Exhibition Open (9am to 2pm)

4 August 2021 Dismantling (post 1pm)

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 morning tea, afternoon tea, lunches and the welcome event on Sunday. They do not include attendance at programme sessions or the Conference 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.

Conference dinner tickets can be purchased separately. Ticket price to be confirmed.

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 Conference hotels. Further details will be provided when Conference registration opens in March 2021. 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.

A list of NZPF Gold Business partners may be found at: www.nzpf.ac.nz/business-partners.html.

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 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 2.8% 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 floorplan, 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 30 March 2021, you are liable for 50% of the package selected
- from 30 March 2021, you are liable for 100% of the package selected.

In the event that the conference cannot go ahead on the advertised dates due to Covid-19 travel restrictions it will be postponed to a reserve date. The reserve date will be advised of in advance once confirmed.

If you are unable to participate on the reserve date all monies paid to date will be refunded in full less any expenses incurred or payments can be rolled over to a future Conference. The liability of the organisers will be limited to that amount.

WE INVITE YOUR SUPPORT

Thank you for taking the time to consider the possibilities of the New Zealand Principals' Federation Conference 2021 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 Rotorua as we are and look forward to welcoming you to Rotorua in August 2021.

CONTACT:

THE CONFERENCE COMPANY

PO Box 90040
Auckland 1142
New Zealand

Email: nzpf@theconferencecompany.com

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



NEW ZEALAND PRINCIPALS' FEDERATION CONFERENCE 2021

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.

Signed

Dated

Please forward this form:

By email: nzpf@theconferencecompany.com

By fax: +64 9 360 1242

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

Company Details			
Company			
Postal Address			
Telephone		Mobile	
Email			
Contact Person			

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

Stand Preferences			
Please indicate your stand preferences:	1.	2.	3.



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Australia 1800 193 405

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PO Box 90040, Auckland 1142, New Zealand