

Sponsorship & Exhibition Prospectus

18 – 20 September 2024 | www.transtasmanconference.com



Tau Mai, Tau Tahī!

Trans-Tasman Principals' Conference 2024



18-20 SEPTEMBER
CHRISTCHURCH
NEW ZEALAND



TOGETHER Leading Learning
Tau Mai! Tau Tahī!

ORGANISING COMMITTEE

Jill Corkin, Conference Convenor
Leanne Otene, NZPF National President
Jason Miles, NZPF Executive – Vice President
Karen Brisco, NZPF Executive – Finance Convenor
Gavin Beere, NZPF Executive – Business Partners
Tracy Fraser, NZPF Executive
Shane Buckner, NZPF Executive
Angela Falkenberg, APPA President
Sally Ruston, APPA Deputy President
Graeme Feeney, APPA Executive Officer
Andrew Dalgleish, President, Victoria Principals' Association
Tania Buktenica, APPA Executive Assistant

SPONSORSHIP CONTACT

The Conference Company

Email: ttpc@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

Thank you for your interest in supporting the New Zealand Principals' Federation (NZPF) and the Australian Primary Principals' Association (APPA), Trans-Tasman Principals' Conference 2024.

This prospectus is designed for both existing NZPF Business Partners, APPA Partners and potential sponsors who may wish to lend their support to this professional development opportunity for New Zealand and Australian principals.

On behalf of NZPF, APPA and the joint organising committee I would like to acknowledge your support and the importance of your involvement to NZPF and APPA and to the success of the conference itself. The 2024 Trans-Tasman Conference will be in in Ōtautahi, Christchurch at Te Pae Convention Centre, from 18 -20 September 2024.

TOGETHER Leading Learning is the overarching theme, reflecting the special nature of the professional collaboration that exists between our two countries, exemplified by this event which is held every four years. The te reo phrase that accompanies the title – **Tau Mai! Tau Tah!** – reflects the significance of this conference being held in the city of Ōtautahi. Ōtautahi is the Ngāi Tahu (Māori) name for Christchurch and Tautahi was a founding Ngāi Tahu Chief. This phrase talks to arriving together and collaborating together in Ōtautahi.

Ōtautahi, Christchurch, is a city that is undergoing a spectacular transformation of its own. In September we will be able to showcase the best it has to offer. We are currently working hard to deliver an inspiring programme, leaving delegates with a rejuvenated sense of leadership and purpose.

We expect that our New Zealand and Australian 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 1000 people in total (including Business Partners and sponsors).

The format of the conference will feature:

- plenary sessions and breakout sessions
- an activities afternoon to support hauora (wellbeing) and allow for networking including sponsors
- a welcome event held in the exhibition space on Wednesday 18 September
- a mihi whakatau on Wednesday 18 September at Te Pae Convention Centre
- a conference **Leading Lights** dinner on Thursday 19 September

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.

No reira, tēnā koutou katoa

Jill Corkin MNZM
NZPF Conference Convenor

KEY DATES

Registration opens: 29 September 2023

Deadline for receipt of early bird registration fees: 7 June 2024

Exhibition Set Up: 17 September 2024

Conference and Exhibition: 18 - 20 September 2024

VENUE

TE PAE CHRISTCHURCH CONVENTION CENTRE

Te Pae is the city's gathering place, an architectural and social landmark designed as a welcoming heart in the centre of the city. Te Pae is a world-class venue, carefully designed and purpose-built.



PROGRAMME

2024	TUESDAY 17th September	WEDNESDAY 18th September	THURSDAY 19th September	FRIDAY 20th September
Morning		Mihi Whakatau and Welcome	Conference Sessions	Conference Sessions
Afternoon	Exhibition pack-in	Conference Sessions	Hauora Activities	Conference Close
Evening		Welcome Function <i>Exhibition area</i>	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.

ABOUT THE AUSTRALIAN PRIMARY PRINCIPALS' ASSOCIATION

The Australian Primary Principals' Association was established in 1974 by some visionary educators.

This association brings together Government, Catholic and Independent primary school leaders who work with the highest levels of collegiality in the best interests of Australian primary education.

APPA represents over 7,600 primary principals and school leaders across Australia; 200,000 primary teachers; and 2.2 million primary students; all working and learning in primary schools from 24 jurisdictions across all three education sectors (Government, Catholic and Independent).

APPA enjoys very positive relationships with the Minister and the Commonwealth Department of Education, key national education stakeholders, and has a close connection with colleagues in the New Zealand Principals' Federation (NZPF), "across the ditch".

DELEGATE INFORMATION

New Zealand and Australian principals - State, Independent and Integrated schools
Senior leadership teams
Other international principals
First timers, new principals, small school and teaching principals
Sponsors and exhibitors
NZPF and APPA Business Partners
Education consultants

SPONSORSHIP OPPORTUNITIES

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

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Welcome Function (Wednesday) and dinner (Thursday)

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\$6,500 + GST

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Welcome Function (Wednesday) and dinner (Thursday)
- 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, tea breaks, lunch, Welcome Function (Wednesday) and dinner (Thursday)

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
- Opportunity to brand serviettes (sponsor to supply)
- 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, tea breaks, lunch, Welcome Function (Wednesday) and dinner (Thursday)

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
- Opportunity to brand serviettes (sponsor to supply)
- 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, tea breaks, lunch, Welcome Function (Wednesday) 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 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 WIFI & CHARGING STATION SPONSOR - NZ\$3,500 + GST

BENEFITS:

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Welcome Function (Wednesday) and dinner (Thursday)

PROFILE

- Sponsor can provide the WiFi password of their choice
- Charging station can be branded with the sponsor's logo
- 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 - \$3,000 + GST

(Limited to three)

REGISTRATION

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Welcome Function (Wednesday) and dinner (Thursday)

PROFILE

- Promoted as the Coffee Cart Sponsor (Coffee Cart / Barista, coffee, branded cups, staff and all other costs are at Sponsor's expense: estimated at \$2,500)
- 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)



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, tea breaks, lunch, Welcome Function (Wednesday) and dinner (Thursday)

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 Thursday or Friday 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, tea breaks, lunch, Welcome Function (Wednesday) and dinner (Thursday)

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\$4,800 + GST

BENEFITS:

REGISTRATION

- Two (2) Exhibitor staff passes which includes tea breaks, lunch and welcome function
- Conference dinner tickets can be purchased separately

EXHIBITION SPACE

- Exhibition stand of 3m x 2.5m (7.5m²) in the exhibiting area
- Maximum number of exhibition stands that can be purchased – two stands.

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 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: ttpc@theconferencecompany.com by no later than 17 July 2024.

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.



PRELIMINARY EXHIBITION TIMETABLE

17 September 2024	Exhibition Set Up (Midday to 5pm)
18 September 2024	Exhibition Open (7.30am to 4pm)
18 September 2024	Welcome Function held in Exhibition Hall (4.15pm - 5.15pm)
19 September 2024	Exhibition Open (7.30am - 1.45pm)
20 September 2024	Exhibition Open (8.30am - 12pm) Dismantling (post midday)

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, lunches and the welcome event on Wednesday. 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.

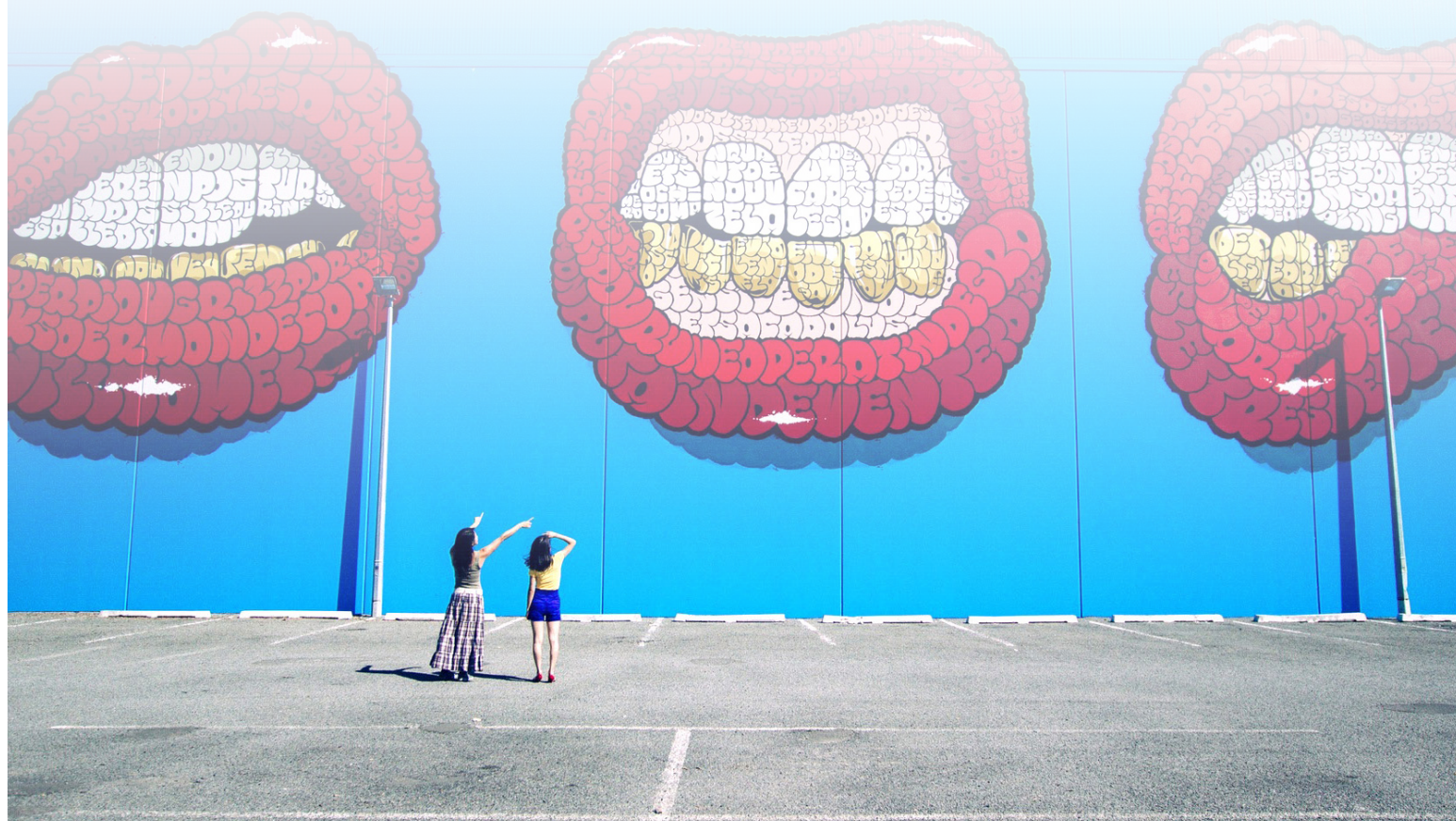
Conference dinner tickets can be purchased separately. Ticket price \$150 + GST.

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 Conference hotels. Accommodation details can be found in the Conference 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. A list of NZPF Gold Business partners may be found at: www.nzpf.ac.nz/business-partners.html. 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 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 2.6% 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 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 3 July 2024, you are liable for 50% of the package selected
- from 3 July 2024, you are liable for 100% of the package selected

WE INVITE YOUR SUPPORT

Thank you for taking the time to consider the possibilities of the Trans Tasman Principals' Conference 2024 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 Christchurch as we are and look forward to welcoming you to Christchurch in 2024.

CONTACT:

THE CONFERENCE COMPANY

PO Box 90040
Auckland 1142
New Zealand

Email: ttpc@theconferencecompany.com

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



TRANS TASMAN PRINCIPALS' CONFERENCE 2024

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: ttpc@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 2024 to select from available spaces.



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CHRISTCHURCH
NEW ZEALAND



For more information please contact:

**THE
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Email: ttpc@theconferencecompany.com

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