

Sponsorship & Exhibition Prospectus  
8 – 10 September 2025 | [www.nzpfconference.com](http://www.nzpfconference.com)



NEW ZEALAND PRINCIPALS' FEDERATION  
Ngā Tumūaki o Aotearoa



**WELLINGTON**

**CONFERENCE**  
8–10 September 2025

**TĀKINA TE HAU**



## 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  
**Shane Buckner**, NZPF Executive – Business Partners  
**Blair Dravitski**, NZPF Executive  
**Heidi Hayward**, NZPF Executive  
**Hayley Read**, NZPF Executive  
**Damon Ritai**, MAC  
**Nigel Frater**, WRPPA

## SPONSORSHIP CONTACT

### The Conference Company

**Email:** [nzpf@theconferencecompany.com](mailto:nzpf@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) Conference 2025.

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

On behalf of NZPF I would like to acknowledge your support and the importance of your involvement to NZPF to the success of the conference itself. The 2025 NZPF Conference will be in Te Whanganui-a-Tara, Wellington at Tākina Conference and Events Centre, from 8 -10 September 2025.

The conference themes and speakers will be centred around the meaning embodied in the conference title - **Tākina Te Hau**. This title references the unique and diverse winds that Wellington, Te Whanganui-a-Tara, is famous for. The winds are sometimes raging, sometimes soft, welcoming, and calm, but they teach us to treasure and welcome diversity, uniqueness, and change. They are a metaphor for magic, exuberance, sharing and ideas, and they carry things forward.

In the context of the 2025 conference programme, the focus will be on harnessing those winds of change and developing leadership strategies for turbulent times. 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 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 800 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 meet and greet event held in the exhibition space on Monday 8 September
- a mihi whakatau on Monday 8 September at Tākina Conference and Events Centre
- a conference dinner on Tuesday 9 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:** 4 October 2024

**Deadline for receipt of early bird registration fees:** 9 June 2025

**Exhibition Set Up:** 7 September 2025

**Conference and Exhibition:** 8 – 10 September 2025

## VENUE

### TĀKINA WELLINGTON CONVENTION AND EXHIBITION CENTRE

Tākina is located in Wellington CBD's cultural precinct, within easy walking distance of key transport links, entertainment and dining options, and accommodation.

Opened in June 2023 this striking new building offers event facilities across three floors, drawing visitors to Wellington to learn, meet and be inspired.



## PROGRAMME

2025	SUNDAY 7th September	MONDAY 8th September	TUESDAY 9th September	WEDNESDAY 10th September
Morning		Mihi Whakatau and Welcome	Conference Sessions	Conference Sessions
Afternoon	Exhibition pack-in	Conference Sessions	Hauora Activities	Conference Close
Evening		Meet and Greet 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.

## DELEGATE INFORMATION

---

New Zealand 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 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](http://www.nzpf.ac.nz).

	PLATINUM	GOLD	SILVER	BRONZE	NOTES
<b>Exclusivity</b>	1 business of this type & product exclusivity	Product exclusivity	None	None	
<b>Naming rights</b>	Full naming rights and the right to have the company name and logo on the front cover of AGM Booklet	None	None	None	
<b>Trade stand</b>	1 <sup>st</sup> choice and placement of double stand	1 <sup>st</sup> choice after Platinum and placement of double stand	Single stand	Single stand	When held in New Zealand and similar when conference held in Australia
<b>Stand personnel entitlements</b>	4 exhibitor entries	4 exhibitor entries	2 exhibitor entries	2 exhibitor entries	
<b>Registrations</b>	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
<b>Speaking rights or be interviewed</b>	8 minutes prominent time slot	5 minutes prominent time slot	3 minutes prominent time slot	No speaking rights	
<b>Advertising in Conference app</b>	Rotating advertisement and listing page on the app	Rotating advertisement and listing page on the app	Listing page on the app	Listing page on the app	
<b>President's reception</b>	Invitation	Invitation	Invitation	Invitation	
<b>Conference attendees</b>	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
<b>Acknowledgement</b>	Special and significant acknowledgement "at appropriate forums"				



# SPONSORSHIP OPPORTUNITIES

---

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

### BENEFITS:

#### REGISTRATION

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Meet and Greet Function (Monday) 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\$6,500 + GST

### BENEFITS:

#### REGISTRATION

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Meet and Greet 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, tea breaks, lunch, Meet and Greet 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
- 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, Meet and Greet 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
- 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, Meet and Greet Function (Monday) and dinner (Tuesday)

#### **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 - NZ\$3,000 + GST**

### **BENEFITS:**

#### **REGISTRATION**

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Meet and Greet Function (Monday) and dinner (Tuesday)

#### **PROFILE**

- Sponsor can provide the WiFi password of their choice
- 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 two)

### REGISTRATION

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Meet and Greet Function (Monday) and dinner (Tuesday)

### 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)

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

(Limited to one)

### REGISTRATION

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Meet and Greet Function (Monday) and dinner (Tuesday)

### 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 \$2,500)
- Lounge space with furniture included
- Opportunity to brand the lounge space (banners, flyers etc)
- 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, Meet and Greet 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)

## **CONFERENCE LANYARD SPONSOR - \$3,000 + GST**

(Item to be supplied by Sponsor)

### **BENEFITS:**

### **REGISTRATION**

- One (1) Conference registration which includes attendance at sessions, tea breaks, lunch, Meet and Greet 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)

# EXHIBITION OPPORTUNITIES

---

## EXHIBITOR – NZ\$5,000 + GST

### BENEFITS:

#### REGISTRATION

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

#### EXHIBITION SPACE

- Exhibition stand of 3m x 2.5m (7.5m<sup>2</sup>) 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 (7.5m<sup>2</sup>)
- 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](mailto:nzpf@theconferencecompany.com) by no later than 8 July 2025.

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

<b>7 September 2025</b>	Exhibition Set Up (Midday to 5pm)
<b>8 September 2025</b>	Exhibition Open (7.30am to 4pm)
<b>8 September 2025</b>	Meet and Greet Function held in Exhibition Hall (4.15pm - 5.00pm)
<b>9 September 2025</b>	Exhibition Open (7.30am - 1.45pm)
<b>10 September 2025</b>	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 meet and greet 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](http://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 24 June 2025, you are liable for 50% of the package selected
- from 24 June 2025, you are liable for 100% of the package selected



## WE INVITE YOUR SUPPORT

---

Thank you for taking the time to consider the possibilities the New Zealand Principals' Federation Conference 2025 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 Wellington as we are and look forward to welcoming you to Wellington in 2025.

### CONTACT:

#### THE CONFERENCE COMPANY

PO Box 90040  
Auckland 1142  
New Zealand

**Email:** [nzpf@theconferencecompany.com](mailto:nzpf@theconferencecompany.com)

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



# NEW ZEALAND PRINCIPALS' FEDERATION CONFERENCE 2025

## 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:** [nzpf@theconferencecompany.com](mailto: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 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 2025 to select from available spaces.





 **NEW ZEALAND PRINCIPALS' FEDERATION**  
Ngā Tumuaki o Aotearoa



**WELLINGTON**

**CONFERENCE**  
8-10 September 2025

**TĀKINA TE HAU**

For more information please contact:

**THE  
CONFERENCE  
COMPANY**

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

Email: [nzpf@theconferencecompany.com](mailto:nzpf@theconferencecompany.com)  
PO Box 90040, Auckland 1142, New Zealand