

28th Tertiary ICT Conference 2010

SPONSORSHIP
PROSPECTUS

Monday 30th August – Wednesday 1st September, 2010



www.tertiaryitconference2010.co.nz

Welcome

Greetings from the City of Sails!

The University of Auckland, AUT University, Unitec and Manukau Institute of Technology are proud to invite all sponsors to experience the 28th annual Tertiary ICT Conference, 30th August to 1st September 2010.

New horizons beckon as this decade promises to be perhaps the most socially and professionally connected we've ever experienced. As a consequence, the Tertiary sector needs to embrace new technological advancements that enable innovative opportunities.

As such, this year's theme is **COLLABORATE!**

Whether it be formal or informal, the sharing of information, thoughts, knowledge and ideas sit at the core of what our institutions exist for! Join us in the challenge for the new decade.

We welcome you to participate in what is set to be a significant conference in the 2010 calendar for the Tertiary ICT sector.

The Organising Committee



Introduction

The Tertiary ICT Conference is an annual 3 day conference attended by over 100 IT Directors and Managers from the Tertiary IT Sector.

The conference is well into its third decade and held throughout New Zealand.

The Tertiary ICT Conference 2010 will be held in Auckland, hosted by The University of Auckland, AUT University, Unitec and Manukau Institute of Technology.

The event provides an annual opportunity to promote

your business and services and to network with Tertiary ICT sector key stake holders.

Sponsorship funds are vital and allow conference registration fees to be set at a level encouraging attendance and assist in ensuring a memorable event.

Sponsorship packages are aimed at providing sponsors with a worthwhile return on investment.

The earlier the sponsorship commitment is confirmed, the greater the exposure will be.



Benefits to your Organisation

- A significant marketing advantage
- Corporate goodwill from the marketplace
- Relationship marketing
- Creation of brand awareness and acceptance
- Demonstration of products
- Increased business potential
- Enhanced company profile
- Direct access to an audience consisting of your clients – current and potential

Sponsors in General

We need to provide a forum of openness that encourages sponsors and suppliers to divulge new product lines / show specials in confidence. Therefore, sponsors are not permitted to attend supplier's presentations without prior agreement.

- Sponsors are not able to attend the conference as paying attendees.
- Suppliers are not able to attend other supplier's presentations without prior agreement.
- Failure to obey these rules will stop attendance in future years'.

Presentations

- All presentations must be in MS Powerpoint
- All presentation material must be supplied no later than 02 August to allow for advance web publishing and the preparation of handouts.
- Additional supplier information may be provided during the actual presentation.
- Informative topic descriptions need to be given to the Organisational Committee to ensure an adequate understanding of what will be presented, thus assisting in the preparation of the Conference programme.

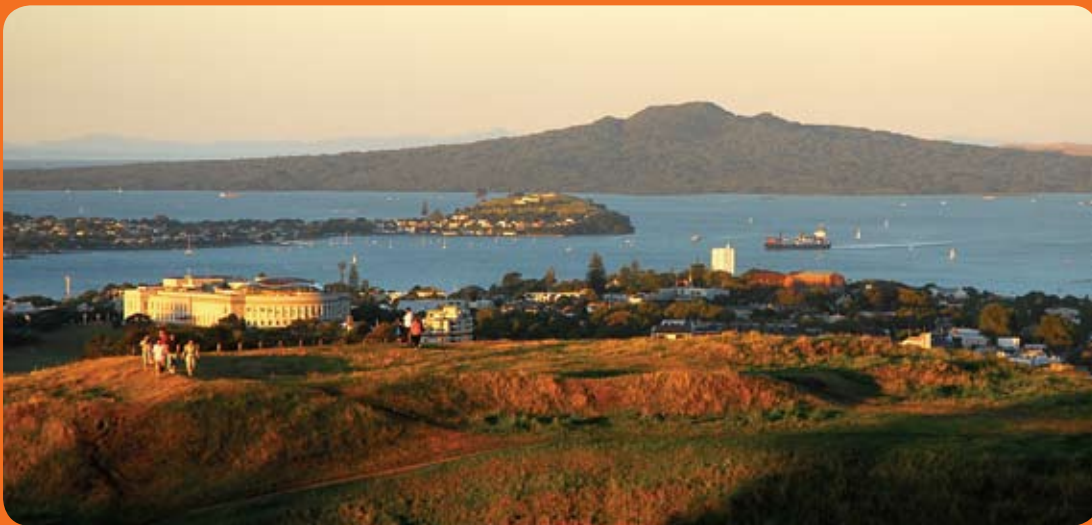
Collateral

Should you wish to have your collateral included in the conference satchels, please arrange to have all material delivered prior to Monday 23rd August and addressed as follows:

Icon Conference and Event Management Ltd
2 /32 St Michaels Ave
Pt Chevalier
Auckland
New Zealand
Contact person: Marleen Goedhart
Notes: Satchel inserts

Location

Auckland, New Zealand



The University of Auckland Business School

The University of Auckland Business School has an unconditional commitment to quality teaching and research in topics that are forward-focused and relevant to the commercial world today. The Business School offers outstanding academic staff, close ties with local and international business communities and exceptional additional learning opportunities. Our students gain the highest level of knowledge, business acumen and secure the skills they need to achieve in an increasingly challenging business environment. The University of Auckland is New Zealand's leading research-led university, ranked among the world's top 65 in the Times Higher Education Supplement 2008. The Business School was the first in New Zealand to win accreditation from the three top international business school bodies (AACSB, EQUIS and AMBA).



Owen G Glenn Building

Located in New Zealand's largest city, the Business School's purpose-built, architecturally designed Owen G Glenn Building (OGGB) dominates the Grafton Road side of the City campus, at the heart of Auckland's main commercial centre. With views of Auckland's port, Rangitoto Island and Auckland Domain, the architecturally striking Owen G Glenn Building, is a place where great ideas are generated, knowledge is shared and enterprises prosper and flourish. The Owen G Glenn Building offers state-of-the-art teaching, learning and research spaces, two 600-seat lecture theatres in a dedicated auditorium complex, large fully digitised and

equipped case-rooms, computer labs and quiet areas for relaxation and study.

This is a place where staff, students, alumni and members of the business community share opportunities and maximise linkages, contacts and collaborations. Those who spend time in the building are inspired to pursue knowledge and add to the skills they require to have successful careers.

Accommodation

Icon Conference and Event Management has made a block booking at the following hotels:

The Quadrant:

Room rates are:

- \$ 140.63, including GST per room, per night for studio apartment (Queen bed – single or double occupancy)
- \$168.75, including GST, per room, per night for one bedroom apartment (Twin beds)



Hyatt Regency Auckland:

Room rates are:

- \$165.00, including GST per room, per night for a View King room (King bed – single or double occupancy)
- \$165.00, including GST per room, per night for View Twin room (Twin beds)



- To qualify for these room rates, reservations need to be made through Icon Conference and Event Management Ltd
- Accommodation, breakfast and extras should be paid directly to the hotel on departure.
- Once a reservation has been made through Icon Conference and Event Management Ltd, all charges and amendments to reservations will need to be notified to Icon or cancellation charges may apply.



Exhibition Booth Details

The exhibition area will provide the opportunity for companies and organisations to showcase their updated products and/or services during the conference. Emphasis will be placed on ensuring that conference delegates and attendees frequently visit the exhibition area.

The exhibition floor plan has been designed to ensure good visibility, access to all stands and maximum foot traffic. To help ensure this, catering will be served, at strategic points, throughout the exhibition area.

Stand set up

Sunday (stand build)

29th August 2010 7.00am – 1.00pm

Sunday (exhibition pack in)

29th August 2010 1.00pm – 5.00pm

Stand open

Monday 30th August 2010 8.30am – 5.00pm

Tuesday 31st August 2010 8.30am – 5.00pm

Wednesday 1st September 2010 8.30am – 3.00pm

Stand pack down

Wednesday 1st September 2010

2.00pm – 5.00pm

The exhibition booth dimensions vary for this years conference, please refer to the sponsorship package entitlements for the appropriate exhibition booth size for each of the options available.

Inclusions:

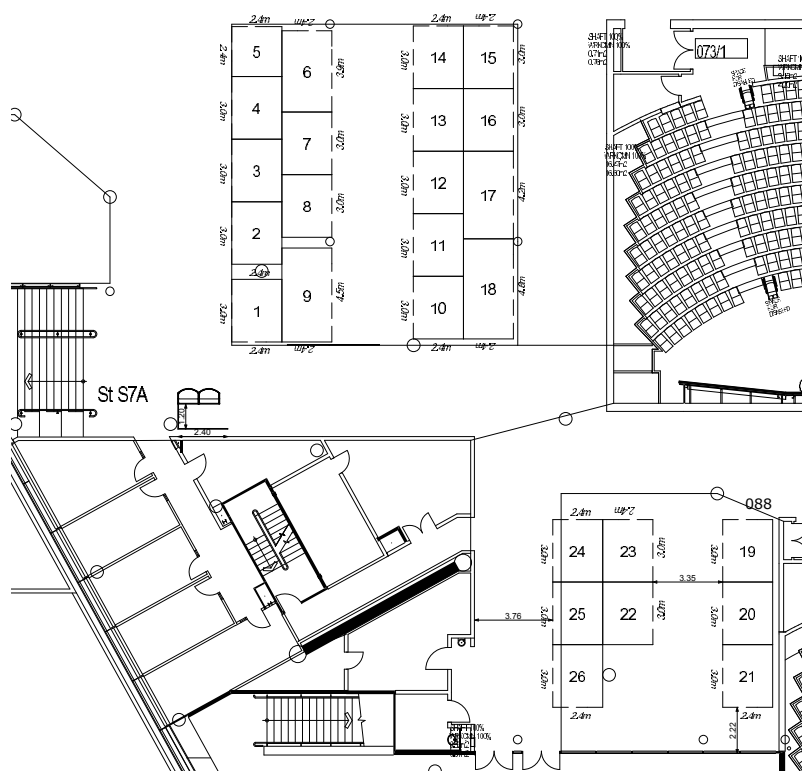
- Black Velcro receptive panels
- 2 x 150 watt spotlights per stand
- Standard Company Name Sign (Velcro to back wall of stand, your sign can have up to 20 characters and two colours.
- 1 x mini trestle table
- 1 x 10amp 4-way power supply per stand
- 2 x grey padded stacker chairs

Displays can be fixed to the walls by Velcro, staples or pins which must be removed prior to break-down. An electrician will be onsite during pack-in.

Should you require internet access for your booth, please advise Icon Conference and Event Management (this will be at an additional cost).

Floorplan

A floor plan detailing allocated spaces and booth numbers is outlined below. Stand allocation will initially be offered to the major sponsors and then of a first come first serve basis. Please note which booth numbers are available for the Platinum, Gold and Silver Sponsors and Exhibitors.



Additional Equipment

Extra services relating to fascia name, lighting, power, furniture, shelving, plants and display fixing can also be arranged. The details and costs of these extra services will be mailed to exhibitors on confirmation of space booking.

Inclusion in Conference Handbook

We will require, nearer the time, for you to provide a 150 word description of your product for inclusion into the conference handbook which will also indicate the location of your booth.



Sponsorship Opportunities:

The conference is offering a limited number of sponsorship opportunities designed to provide maximum coverage during the conference and associated activities.

Sponsors will be issued with a tax invoice and all sponsorships exclude GST.

Sponsorship Packages All Amounts are quoted in New Zealand Dollars and exclude 12.5% GST Sponsorship Amount Required	Platinum Sponsor all costs associated with the sponsored dinner	Gold Sponsor \$8,000	Silver Sponsor \$5,500	Bronze Sponsor \$3,500
Maximum Number of Sponsors	2	8	6	5
Option to meet the costs of a sponsored dinner function, including transport to and from venue, is also available	✓			
Sponsor name and logo to feature prominently on: <ul style="list-style-type: none"> • Conference Website • Conference Advertising Material • Conference Handbook • Conference Banners <i>Note: Platinum Sponsor Logo's will appear the largest, Gold Sponsor Logo's smaller and Silver Sponsor Logo's the smallest. Only sponsorship that is agreed before going to print will be included. Finished artwork is to be provided by the sponsor.</i>	✓	✓	✓	✓
The opportunity to provide a keynote speaker for the conference with an informative 45 minute presentation (proposed content subject to the same review as the other speakers, all charges relating to providing a speaker are at sponsor's additional cost)	✓			
The opportunity to provide a keynote speaker for the conference with an informative 30 minute presentation (proposed content subject to the same review as the other speakers, all charges relating to providing a speaker are at sponsor's additional cost)		✓		
First right of refusal on conference-satchel and lanyard sponsorship.	✓			
Your banner on the plenary room stage throughout the conference. (Banner to be supplied by sponsor)	✓			
Opportunity to sponsor conference satchel and lanyards if the Platinum Sponsor has elected not to do so. <i>Note: This is on a first come, first served basis</i>		✓		
Controlled access to the delegate list in accordance with Privacy Act and attendee authorisation.	✓ 1 month prior	✓ After the conference	✓ After the conference	✓ After the conference
Inclusion of an advertisement for your company in the Conference Handbook. <i>Note: Finished artwork is to be provided by the sponsor. Only advertisements received by the deadline (23rd July 2010) will be included in the handbook.</i>	✓ Full A4 page	✓ Half A4 page landscape	✓ ¼ A4 page portrait	
Exhibition Booth Platinum sponsorship booth 9, 18 or any other (4.5x2.4m, 4.8x2.4m, 3x2.4m). Gold sponsorship booth 6, 17 or any other (3.9x2.4m, 4.2x2.4m, 3m x 2.4m). Silver & bronze sponsorship (3x2.4m, 2.4x2.4m)	On a preferential basis ✓	On a preferential basis ✓	✓	✓
Satchel inserts, pages or CD or memory stick. <i>Note: We are encouraging sponsors to find innovative environmentally friendly ways to present their material for inclusion in the conference bag.</i>	✓ 4 pages	✓ 2 pages	✓ 1 page	✓ 1 page
Number of members of your staff will be entitled to full conference catering (excluding the gala dinner unless otherwise advised) Please note: No more than two additional staff members (over and above the entitlement) are allowed to man the stand. These additional staff members will need to pay the catering package to be able to man the stand during the conference	✓ 3	✓ 2	✓ 2	✓ 1



In addition to the Platinum, Gold and Silver Sponsorship Packages, there are a wide variety of additional opportunities to associate your business with the Tertiary ICT Conference 2010, through the following functions and items.

All amounts are quoted in New Zealand Dollars and exclude GST.

All signage, banners and finished artwork must be provided by the sponsors by the agreed deadline.

Sponsorship Opportunity	Amount
<p>Welcome Reception The Welcome Reception is the conference's first event and provides an opportunity to make the initial impression with delegates whilst enjoying cocktails and canapés.</p> <p>Benefits of sponsoring the Welcome Reception include:</p> <ul style="list-style-type: none"> Your sponsorship will be acknowledged in the Conference Program and on the reception tickets Your signage or banner will be displayed prominently at the reception Four complimentary tickets to the Welcome Reception 	\$3,000
<p>Conference Internet Café Benefits of sponsoring the Internet Café are:</p> <ul style="list-style-type: none"> Your signage or banner will be prominently displayed in the Internet Café Your sponsorship will be acknowledged in the Conference Handbook 	\$3,000
<p>Conference Lunches Lunch breaks are an integral part of the conference networking, and provide an additional opportunity for delegates to be informed.</p> <p>Benefits of sponsoring a lunch break include:</p> <ul style="list-style-type: none"> Your sponsorship will be acknowledged in the Conference Program Your signage or banner will be displayed prominently in the lunch room 	\$2,000
<p>Conference Name Badges and Laynards Benefits of sponsoring the name badges and laynards</p> <ul style="list-style-type: none"> Your company name and logo displayed prominently on these items Your sponsorship will be acknowledged in the Conference Program 	\$2,500
<p>Conference Satchels The conference will have attractive, practical satchels that many delegates will want to continue using well after the event.</p> <p>Benefits of sponsoring the Conference Satchels include:</p> <ul style="list-style-type: none"> Your name and logo prominently displayed on the satchel Your sponsorship will be acknowledged in the Conference Program Given the theme of the conference, we would encourage environmentally friendly satchels to be used. 	\$4,000
<p>Additional Exhibition Staff Catering Package: Price \$150 + GST for three days This includes morning and afternoon tea, lunch and drinks and the welcome reception. (not the gala dinner)</p>	



Conference Social Functions

Sunday 29th August 2010

Welcome Reception

Open to all registered delegates, sponsors and exhibitors.

Venue: The University of Auckland Business School

Time: 5.30pm – 7.00pm

Dress Code: Casual

Cost: included in the catering package

Monday 30th August 2010

Sponsored dinner – this may or may not be open to other vendors and exhibitors. Details will be advised upon confirmation of event details.

Tuesday 31st August 2010

2nd Tertiary ICT Innovation Awards Dinner

Open to all registered delegates.

Two attendees per vendor are allowed to attend the 2nd Tertiary ICT Innovation Awards Dinner.

Venue: The University of Auckland Business School

Time: 7.00pm - late

Dress Code: Smart Casual

Cost: included in the catering package

Further Information

For further information or to discuss your sponsorship or exhibition needs, please contact Marleen Goedhart at
Icon Conference and Event Management Ltd.

Phone: +64 (9) 845 5540

Fax: +64 (9) 845 5547

E-mail: events@iconevents.co.nz

Terms and Conditions

Acceptance of sponsorship applications will be subject to Committee approval. The Committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the conference.

Acknowledgment in printed material is subject to sponsorship confirmation and materials being received prior to printing deadlines.

In order to confirm your sponsorship, we will require the Application to Sponsor or Exhibit Form and a 50% deposit payment to be forwarded by return mail. Final payment is due by Friday, 6th August 2010.

Cheques should be made payable to:

Icon Conference and Event Management,
PO Box 44195,
Pt Chevalier, Auckland.

Cancellation

Cancellations must be made in writing.

In the event of withdrawal of sponsorship or exhibition booth booking, please be advised that unless that particular area of sponsorship/booth is resold, the conference will reserve the right to retain the deposit received.



Application Form

to Sponsor or Exhibit at 28th Tertiary IT Conference 2010

Complete and fax this sheet to:

Icon Conference and Event Management Ltd on

+64 9 845 5547 or email to events@iconevents.co.nz



A tax invoice will be supplied for all payments made.

Contact: _____

Organisation/Company: _____

Postal Address: _____

Phone: _____

Fax: _____

Email: _____

Cardholder: _____ Expiry (mm/yy): _____

Signature: _____

Credit Card No:

Cheque attached – to be made payable to Icon Conference and Event Management Ltd.

Charge Credit Card:

Mastercard

Diners

Visa

AMEX

Full Amount

50% deposit

Please confirm my booking for:

Platinum Sponsorship @ all costs associated with the sponsored dinner (excl GST)

Gold Sponsor @ \$8,000 (excl GST)

Silver Sponsor @ \$5,500 (excl GST)

Bronze Sponsor @ \$3,500 (excl GST)

Welcome Reception @ \$3,000 (excl GST)

Internet Café @ \$3,000 (excl GST)

Conference Lunches @ \$2,000 (excl GST)

Conference Name Badges and Lanyards @ \$2,500 (excl GST)

Conference Satchels @ \$4,000 (excl GST)

Preferred Booth numbers