



Sponsorship, Partnership & Exhibition Information

Te Pae Christchurch Convention Centre

DEDICATED CONFERENCE WEBSITE:

<https://potatoesnzconference.nz/>

Invitation to Sponsors & Exhibitors:

Potatoes NZ is proud to offer you the opportunity to be involved with the 2023 Conference as a Sponsor or Exhibitor.

Potatoes New Zealand Inc. is the pan-industry association representing the interests of New Zealand's potato industry including 170-plus potato grower members, growing potatoes for the table, for processing into potato products, or as seed. Our trade memberships include exporters, processors and seed merchants.

The Conference is being held at the Te Pae Christchurch Convention Centre. Te Pae is in the heart of Christchurch City, bordering Cathedral Square.



The programme promises a high calibre of speakers with a focus on relevant topics and issues for the industry, such as: grower priorities, pest and nutrient management, soil wealth, innovation and research, as well as our Annual General Meeting.

The theme – “**Future-proofing NZ Potatoes**” is about striving for best practice and best industry outcomes; for a healthy grower and industry community; for our consumers; and our contribution to the New Zealand economy.

We invite you to be part of this Conference by showing your support as a sponsor or exhibitor.

The following pages detail the opportunities available.

Should you require further information, please contact the Conference Organisers as below.

Renu Ryder

Communications & Engagement Officer, Potatoes NZ

021 195 1504

renu.ryder@potatoesnz.co.nz

Dean Bradley

Convention Management NZ Limited

021 407 125

dean@cmnzl.co.nz

Sponsorship – make your presence known:

Be sure to secure your sponsorship package early to ensure you receive optimum acknowledgement and coverage.

Your involvement, commitment and support for the Potatoes NZ Conference 2023 (PNZ 2023) will be widely acknowledged as outlined in this prospectus.

Sponsorship provides you with the opportunity to engage key industry people to specifically:

Build your brand by maintaining a high profile among PNZ 2023 delegates before, during and after the event.

Improve your credibility among delegates who are keen to improve their knowledge and skills. Aligning your company with this powerful educational experience shows your commitment to the industry. This may assist with cementing brand loyalty.

Highlight products and services among valuable and sometimes hard-to-reach target market.

Reach an engaged audience in an environment away from everyday distractions and provide an opportunity for your staff to network.

PNZ Conference 2023 Schedule

(subject to change)

Monday 21 August	Sponsor / Exhibition stand pack-in
Tuesday 22 August	A full day of speaker presentations & seminars AGM Sponsor / Exhibition stand pack-out Conference Drinks & Dinner

We have both local and international speakers, including one on soil resilience for changing climates. Cameron Bagrie is our guest speaker on Economic Sustainability and we have Hamish McKay as a speaker for our pre-dinner entertainment. Mary Lambie rounds out our programme, as our MC. See the full lineup [here](#).

SPONSORSHIP PACKAGES: (Prices are in New Zealand dollars and exclusive of GST)

Level	Platinum	Premium	Partner Exhibitor
Number available	<i>One</i>	<i>Three</i>	<i>Unlimited</i>
Association with the conference as the Platinum sponsor with first right of refusal in subsequent years.	✓		
Double display space in the sponsors' space with first choice of site.	✓	2 nd Choice	
Company logo in the online conference registration page.	✓		
Pull-up banner in the conference plenary room (sponsor to provide).	✓		
Company logo on the front cover of the proceedings.	✓		
Company logo displayed on screen at intervals between sessions.	✓	✓	
Complimentary full registrations excluding optional functions.	TBN	4	2
Company name and logo on the Conference website	✓	✓	✓
Naming rights to one Conference Session with pull-up banner in the main room. Approval of association to be given by Potatoes New Zealand.		✓	
Single display space in the sponsors' area allocated on first served basis subservient to Platinum and Premium sponsors. Where possible not next to a competing company.			✓
Company name and contact details in the conference handbook.	✓	✓	✓
A list of delegates' names and email addresses where permission has been given.	✓	✓	
Cost	To be negotiated	\$9,000 + GST	\$3,000 + GST

Other options available:

Conference Dinner sponsor

Investment. - \$8000

The conference dinner is your opportunity to have your brand prominently displayed in a relaxed atmosphere at the Conference dinner. For the sponsor investment - the benefits are:

- Your organisation recognised as the Conference Dinner Sponsor in all material
- 4 x pull up banners at dinner venue (supplied by sponsor)
- 3-minute speech at the dinner
- 6 x dinner tickets

Conference satchel sponsor

Investment. - \$5000

The delegate satchel is well used by delegates and used long after the conference is over. Satchels/bags are received upon arrival at the venue and delegates use them as part of attending the conference. Sponsorship of these gives you the chance to show delegates your brand and the values you see in the sector. This leads to strong and positive brand perception as they use their satchels/bags throughout the year.

Conference lanyard / Nametag sponsor - SOLD

Investment - \$4000

All delegates are required to wear the conference lanyard that holds their personalised nametag for the duration of the conference. This is a new sponsorship opportunity which offers a prime location for your logo to be displayed. Your full colour logo will be located on all delegate name tags and on the lanyard.

Speaker Support Sponsor

Investment - \$1000

Help us bring some great speakers to PNZ 2023, in return your benefits are:

- Your organisation is acknowledged with speaker details on website
- Opportunity to introduce speaker
- Listed as Supporter Sponsor with full colour logo on event website with hyperlink to your website

Morning / Afternoon Tea Catering Sponsor

Investment - \$600 per break (2 available)

- Name associated with catering break
- Logo on display during catering breaks
- Listed as Support Sponsor with full colour logo on event website with hyperlink to your website

Lunch Catering Sponsor - SOLD

Investment - \$1000 per lunch (1 available)

- Name associated with lunch break
- Logo on display during lunch
- Listed as Support Sponsor with full colour logo on event website with hyperlink to your website

Coffee Cart sponsor
Investment - \$5500

One of the most popular sponsorship opportunities of the Conference. Have your brand acknowledged as the Coffee Cart Sponsor and use this time to network with delegates as they queue for complimentary coffee. Sponsorship includes branding of the coffee cart. The benefits of your investment are:

- Your organisation recognised as the Conference Coffee Cart Sponsor in all material
- 2 x pull up banners at coffee cart (banners supplied by sponsor)
- Your logo on signage attached to the coffee cart
- Opportunity to have coffee cups branded with your company logo (this is separate to the investment for the coffee cart and can be discussed with the conference organisers)

Pen / Pad Sponsor - SOLD
Investment - \$1000

Support the conference and market to the delegates by providing pads and pens. Please note: Pads and pens to be supplied by the sponsor

Advertisement

Adverts will be published in the PNZ 2023 Conference Handbook (finished artwork to be supplied by sponsor, size of the artwork will be available upon sponsorship application).

(handbook will be available in pdf only)

- FULL PAGE: \$1000
- HALF PAGE: \$750
- QUARTER PAGE: \$50

Your opportunities do not stop here; should you wish to contribute in some other way - please contact us

Exhibition: Partner Sponsor

The Exhibition Hall will be located in Exhibition Hall 1 within Te Pae. - This is the ideal venue to showcase your range of products and services available. Morning and afternoon teas, as well as lunch will be served in the exhibition area to ensure you have ample opportunity to network and demonstrate your products and services to all delegates.

Exhibition Timings

Times are subject to change

Stand Setup

Monday 21 August 2023	1.00pm – 5.00pm	exhibitors pack in
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Stand Open

Tuesday 22 August 2023	8.00am – 3.30pm	
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Stand Breakdown

Tuesday 22 August 2023	From 3.30pm	exhibitors pack out
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Exhibition Inclusions

Stands will be built with the following equipment included in the price:

- Back wall measuring 3.0 meters, constructed of black frontrunner panel (Velcro receptive)
- 10amp power supply
- Table and 2 chairs
- 2 exhibitor registrations

Additional Exhibitor registrations can be purchased for \$350 plus GST.

Design and build options are available. Details for this aspect will be outlined within the Exhibition Manual that will be supplied once booth space is purchased.

Layout of the exhibition floorplan will be determined by the final number of applications received. Allocations will be made with Platinum and Premium Sponsors having the first choice.

APPLICATION FOR EXHIBITION STAND

Application for space can be made by completing the application form at the end of this document and return by email to the Conference Organiser. Bookings will be handled strictly on a "first come, first served" basis.

ADDITIONAL EQUIPMENT

Any additional equipment such as design and build facilities, additional sign requirements etc can be ordered from the exhibit contractors, please contact dean@cmnzl.co.nz for more details.

SPONSORSHIP TERMS AND CONDITIONS

PAYMENT

Upon receipt of your stand application, an acknowledgement will be sent to you. Included with this acknowledgement will be an invoice. This payment must be received within 20 working days following receipt of the invoice to guarantee your sponsorship and allocation of space. Initial space allocations will be confirmed only upon receipt of this payment.

FLOOR PLAN

A floor plan showing allocated space and booth numbers will be available once finalised. Stand allocation will be to the Platinum and Premium Sponsors first then on a "first in" basis.

VENUE SECURITY

The exhibition venue will be locked down overnight when the building is unattended. All participants are advised that valuables should not be left unattended or unsecured at any time. The organisers accept no responsibility for any loss or damage suffered by participants or visitors. Exhibitors should have their own insurance that covers any valuable items that are to be left on the stand.

Contract

These terms and conditions form part of the Contract governing the Sponsorship and allocation of an Exhibitors' booth for PNZ 2023.

Definitions

In this contract:

'Event' means Potatoes NZ Conference 2023 (PNZ 2023).

'Organisers' means the PNZ 2023 organising committee and its appointed agents:

'Exhibitor' includes all employees or agents of the company, sponsors or individual exhibiting at PNZ 2023.

'Sponsor' includes all employees or agent of the company providing sponsorship at PNZ 2023.

'Booth' means the space allotted to the Exhibitor.

Use of Data at PNZ 2023

To enable the organisers to function in the best interests of both attendees, Sponsors and Exhibitors, you agree that the information you provide to us (such as name, position, company, email and contact details) may be distributed to third parties attending this event unless the organisers are advised otherwise.

Booth Specification

The Organisers will supply to the Exhibitor a booth and inclusions as specified in the Exhibition Proposal.

Cancellation

In exceptional circumstances the Organisers may be prepared to cancel their Contract with the Sponsor. Any request for cancellation must be submitted to the Organisers in writing. If the Organisers agree to the cancellation, the Sponsor undertakes to make payment as follows:

Cancellation from date of application until 20 July 2023 will incur a 20% cancellation fee on amounts outstanding. Cancellation after 21 July 2023 will result in 100% of all costs being payable. Unpaid accounts will incur late payment fees and collection costs from third party debt collection agencies.

Right of Rejection

The Organisers reserve the right to prohibit, in whole or in part, any exhibit/sponsor that they deem to be inappropriate. The Exhibitor and/or Sponsor agrees not to display or disseminate any material that in the opinion of the Organisers is unsuitable. The Organisers reserve the right to refuse any person admission to the Event without assigning any reason.

Prohibition of Transfer

This Contract creates a license to Sponsor the event and if applicable, exhibit at the Event. Exhibitors may not assign, share, sub-let or grant licenses in respect of the whole or any part of the booth except where written approval has first been obtained from the Organisers.

Electrical Devices / Testing and Tagging

No electrical devices will be permitted into the Venue unless written confirmation that a suitably qualified electrician has inspected the device and has certified that the device complies with the Electrical Standards NZS 3760-2001 has been provided. Any such certification must be dated within 12 months of the start of the hire period. Any devices that are not certified in accordance with the aforementioned must be tested at the Venue before use at the Venue. A quotation for the cost of testing can be obtained from the organisers production services department. The Hirer will be liable for any costs or damages that arise out of the use of electrical devices that have not been inspected in accordance with policy. The organisers reserve the right to demand removal from the site of any electrical equipment it deems to be non-compliant or suspect.

- All electrical devices used or brought into the venue must be compliant with relevant New Zealand Standards
- All electrical devices must be tested and tagged as per these terms and conditions
- If halogen tube lights are used on an exhibition stand, the globe must be protected with safety glass to minimise the risk of fire
- All temporary spotlights or similar must be 300mm from any partition venue wall or flammable item

Use of the Booth

The Sponsor / Exhibitor may conduct business only from the allocated booth and not from aisles or common parts of the Event. Any noise generated must not cause a nuisance to neighbouring booths or visitors. The Organisers' judgement will be final in this regard. Exhibits within the booth must not be positioned so as to cause obstruction of the aisles.

Booth Construction

All construction and exhibits must be confined to the booth and must not overlap aisles or common space. Any structure erected on the booth must at all times comply with the prevailing regulations imposed by statutory authorities and the venue management.

The Sponsor / Exhibitor shall not paint, mark or damage any fixtures or fabric of the Event premises or any booth fittings. The Sponsor shall be responsible for the costs of making good any breach of this Clause. The design of all structures erected is subject to the approval of the Organisers. Any design considered not to be in the best interests of the Event may be rejected. Any structure erected without the approval of the Organisers or contrary to this contract, may be altered or removed by the Organisers at the Exhibitors expense.

Banners & Signage

Exhibitors and/or Sponsors are not to hang banners, signage or other materials from the ceiling or on the walls within the venue building or from any structure outside the venue building without permission from the Organisers. This includes any projection from the exhibitor's booth to areas outside their allocated booth space. Sponsors / Exhibitors must confine promotional material to within their allocated booth space.

Copyrights and Patents

The Organisers will not be liable for any damages the Sponsor or Exhibitor may sustain in respect of the infringement of any of their copyright nor for any damages the Sponsor or Exhibitor may cause in respect of infringement of third-party copyrights arising out of their participation in the Event.

Exhibitors & Sponsors Liabilities

The Sponsor / Exhibitor hereby accepts liability for all acts or omissions of him/herself, their staff, contractors, agents or visitors and undertakes to indemnify the Organisers, to keep them indemnified in all liability in respect thereof and against all action suits, proceedings, claims, demands, costs and expenses whatsoever which may be taken or made against the Organisers, or become payable by them, arising there from or in respect thereof, including any claims arising out of the supply by the Exhibitor or Sponsor of samples of any kind whatsoever, whether such samples be sold or given away free, and including any legal costs and expenses and any compensation costs and disbursement paid by the Organisers on the advice of Counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the Exhibitor or Sponsor undertakes to arrange appropriate liability insurance. The Organisers make no representation or warranty on behalf of any supplier or event organiser and any dealings undertaken in this regard will be solely at the exhibitors and sponsors' risk.

Insurance

The Organisers shall not be responsible for any loss or damage to any exhibit or property of any Exhibitor and Sponsor or any other person by theft or fire or any other cause whatsoever, nor for any loss or damage whatsoever sustained by the Exhibitor and Sponsor by reason of any defect in the building or circumstances beyond the control of the organisers not related to the building, caused by fire, storm tempest, lightning, national emergency, pandemics, war, terrorism, labour disputes, strikes or lock outs, civil disturbances, explosion, inevitable accident, force majeure, nor any other causes not within the control of the organisers, nor for any loss or damage occasioned, if by reason of happening of any such event, the opening of the Event is prevented, or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Event. The Exhibitor agrees and undertakes to insure in their full replacement value the contents of their booth and all associated items.

Postponement or Abandonment

In no event shall the Exhibitor or Sponsor have any claim for damages of any kind against the Organisers in respect of any loss or damage consequential upon the prevention, postponement or abandonment of the Event, by reason of the happening of any of the events referred to in the previous clause, or of the Event building becoming wholly or partially unavailable for the holding of the event for reasons beyond the Organisers' control. The Organisers shall be entitled to retain such part of all sums paid by the Exhibitors or Sponsors, as the Organisers consider necessary. If in the opinion of the Organisers, by re-arrangement or postponement of the period of the event, or by substitution of another hall or building or by other reasonable manner, the event can be carried through, when the contract shall be binding upon the parties except as to size and position of booths, as to which any modifications, substitutions or re-arrangement they consider necessary shall be determined by the Organisers. Where the event building becomes wholly or partially unavailable for the holding of the Event, through reasons beyond the Organisers' control, the Organisers shall be entitled on giving notice in writing to determine this contract and may, in their absolute discretion, refund in whole or in part any payment the Exhibitor is liable to make under this contract.

Set Up and Completion of Booths

Access for set up is available from 1.00pm – 5.00pm Monday 21 August 2023. The Exhibitor undertakes to complete any construction and erection of exhibits prior to 5pm Monday 21 August 2023.

Dismantling/Removal of Exhibits

The Exhibitor undertakes not to remove exhibits from display, either partially or totally prior to 3.30pm Tuesday 22 August 2023. Prior removal will only be allowed when advance application has been agreed in writing.

Revision of Layout

The Organisers reserve the right to revise the layout of the Event and/or to transfer an Exhibitor to an alternative site, or alter the size or shape of any booth. Should any such alteration result in a reduced booth size the booth payment required from the Exhibitor may be reduced pro-rata.

Unoccupied Booths

Where a booth is unoccupied by 9.00am on 22 August 2023 the Organisers reserve the right to reallocate or otherwise deal with the booth as they so decide, without reimbursing the Exhibitor.

Safety of Exhibits

The Exhibitor shall not bring or cause to be brought into the Event premises any dangerous goods, except with the prior written approval of the Organisers. The Exhibitor shall at all times comply with all statutory requirements as to safety, including without limiting the generality of the foregoing the storage and handling of dangerous goods. All exhibits must be properly protected to avoid danger to any person. The Organisers shall be indemnified by the Exhibitor against any claim or action caused or occasioned by an exhibit to any persons whatsoever.

Fire Risks and Access

Exhibitors and Sponsors will adhere to all fire and safety regulations that affect the Event. Aisles and fire exits must be kept clear of exhibits.

Storage

The Organisers shall not be liable for the storage of the Exhibitors and Sponsors packaging and other material. The Exhibitor and Sponsors shall be responsible for the removal from the Event premises and storage of all crates and packaging not required on their booth.

Exhibitor Name Badges and Materials

Name badges that are issued are non-transferable and must be worn for the duration of Conference. The Exhibitor, their staff and contractors will not be admitted to the Event building without such name badges being displayed.

Conduct of Exhibitors

The Exhibitor undertakes that at all times during the open hours of the Event they shall keep the booth open to view and adequately staffed; conduct business only from their booth, keep aisles adjacent to their booth free from obstruction; and shall not, in the Organisers opinion, cause nuisance or annoyance to other persons. The Exhibitor further undertakes not to conduct or allow to be conducted any unauthorised auction, sale, lottery, raffle, competition, game of chance or sideshow.

Services

The Organisers shall not incur any liability for any loss or damage if the supply of any services shall fail or cease to be available. Nor shall the Exhibitor or Sponsor be entitled to any allowance in respect of payments due under this Contract.

Failure to Perform

In the event of the Exhibitor or Sponsor being unable or unwilling to comply with or otherwise breaching this Contract, the Organisers may terminate the Contract by giving notice in writing. Thereafter, the Organisers may retain any payment made by the Exhibitor or Sponsor under this Contract as liquidated damages and the Exhibitor shall be prohibited from occupying the booth and shall immediately remove their exhibits from the Event, in accordance with the Organisers instructions, provided that the Organisers may remove such exhibits and dispatch them to the Exhibitors address as stated on this contract, the Organisers shall be under no liability for the loss or damage of such exhibits in transit and the costs of such removal and dispatch shall become a debt due by the exhibitor to the Organisers. All exhibits are subject to a general lien in favour of the Organisers for all sums due from the Exhibitor to the Organisers under this Contract.

Organisers' Right of Determination

The Organisers shall have absolute discretion on giving notice in writing to determine this Contract. Where the Contract is so determined, the Organisers shall not be liable whatsoever for any expenditure or liability for loss, including consequential loss, incurred by the Exhibitor or Sponsor.

Terms and Conditions

Any notice to be given by the organiser to the Exhibitor or Sponsor shall be deemed to be given if delivered to or sent by post or emailed to the address of the Exhibitor and Sponsor appearing on the Contract or if posted on the booth during the period 21 – 22 August 2023. The Organisers may at any time in the interests of the good management or safety of the Event, introduce such further Terms and Conditions to this Contract as they may, in their discretion think fit. If any part of this Contract is found to be invalid or of no force or effect under the law, having such jurisdiction, the Contract shall be construed as though such part had not been inserted herein and the remainder of this Contract shall remain in full force and effect. The description headings to these Terms and Conditions are merely for reference and do not form part of the Contract between the parties. The laws of New Zealand govern this Contract.

DISCLAIMER

Neither the Organising Committee of PNZ 2023 and its constituent members acting as organisers (known collectively as 'the Organisers'), nor Convention Management (CM), can accept any liability for death, injury, any loss, cost or expense suffered by any person (including accompanying persons or sponsors or attendant caregivers), if such loss is caused or results from the act, default or omission of any person other than an employee or agent of the organisers or CM. In particular, neither the Organisers nor CM can accept any liability for losses arising from the provision or non-provision of services provided by hotel companies or transport operators. Nor can the Organisers or CM accept liability for losses suffered by reason of war including threat of war, riots and civil strife, terrorist activity, natural disasters, pandemics, weather, fire, flood, drought, technical, mechanical or electrical breakdown within any premises visited by delegates and/or sponsors in connection with PNZ 2023, nor losses suffered by reason of industrial disputes, governmental action, registrations or technical problems which may affect the services provided in connection with PNZ 2023. Neither the Organisers nor CM is able to give any warranty that any published speaker or performer will appear as a speaker, panellist or performer. The organisers reserve the right to alter or amend the programme and its contents as they see fit and as circumstances dictate without further recourse to any registered delegate or attendee.

Potatoes NZ 2023 Conference 22 August 2023

SPONSORSHIP / EXHIBITION APPLICATION FORM

Company/Organisation: (this name will appear on any printed material / maximum 24 characters for exhibition signage)	
Name of contact:	
Position within company/organisation:	
Address for invoice:	
Website:	
Telephone:	Mobile:
Email:	
Sponsorship (please advise which option chosen)	
	\$
Partner Sponsor	(Please advise number of booths and additional personnel to the 2 included)
Exhibition booth: \$3,000 x	\$
Additional personnel: \$350 each person x	\$
<p>The PNZ 2023 Managers will confirm your SPONSORSHIP / EXHIBITION REQUEST by sending an invoice. There are a limited number of sponsorship/exhibition opportunities and we appreciate your interest and support.</p> <p>By completing and submitting this application from you are agreeing to abide by the terms and conditions as set out in the "Terms and Conditions for Sponsorship & Exhibitors".</p>	
Signed:	Date:
<p><i>Please complete and forward via email to Dean Bradley:</i></p> <p>Email: dean@cmnzl.co.nz</p>	