

NZSSS CONFERENCE 2022: BLENHEIM

**NOV 28TH
– DEC 1ST**



SOIL

**AOTEAROA'S MOST PRECIOUS
RESOURCE — PAST, PRESENT, FUTURE**

SPONSORSHIP PROPOSAL



WWW.NZSSS.SCIENCE.ORG.NZ/CONFERENCE



The New Zealand Soil Science Society conference will be held in Blenheim from 28 November to 2 December 2022. On behalf of the Organising Committee I would like to invite you to attend the conference, as a sponsor and/or exhibitor, where you will have unique access to promote your company and market your brand to influential stakeholders in the land-based industries. This biennial conference is a 'must attend' event organised by the New Zealand Soil Science Society and OnCue Conferences, and will cover a diverse range of topics under the theme '*Soil: Aotearoa's most precious natural resource – past, present, future*'. The wider Marlborough region is home to a diverse mix of primary production, including forestry, sheep and beef production, intensive dairy systems, horticulture and viticulture.

During the 4-day conference you and other attendees will hear from a wide range of researchers, industry leaders, consultants and advisors, regulators and land managers on all things soils related, anchored by a

range of exciting keynotes focused on soil, food and forestry production and hot topics around water use and environmental issues.

The conference will be held at the Marlborough Events Centre located in Blenheim. You'll have a great chance to connect with your colleagues around the conference, during field trips, and at a range of social activities including some of the region's well known wineries, and look at a wide range of offerings from our event sponsors. This Proposal outlines various levels of involvement to suit every budget and marketing objective, we encourage you to explore the benefits of participating as a sponsor and/or exhibitor. If there are other ways in which you would like to participate, the Conference Managers would be happy to discuss these with you.

Yours Faithfully,

Tim Clough on behalf of the NZSSS conference organising committee



Marlborough Convention Centre

Marlborough Convention Centre is set in the heart of Marlborough and the beautiful regional centre of Blenheim and on the banks of the Taylor River, the Marlborough Convention Centre boasts state of the art facilities offered in a relaxed and tranquil setting that will enhance your event.

Its new, purpose-built complex combines superb design and state-of-the-art technologies to set a benchmark for conferences, conventions and events. Whatever the occasion, there are spaces and resources to suit. It's an exciting new option for local events, national and international gatherings, adding a fresh and different location to the list of successful venues New Zealand has to offer.

Marlborough is a unique destination - not for any one reason, but for many.

Only Marlborough has the environment that can produce its particular style of sauvignon blanc, celebrated the world over. The soils, the climate and our winemakers' vision are what make our award-winning wines impossible to imitate.

PROGRAMME AT A GLANCE

Monday 28 November

- Conference Sessions
- Welcome BBQ Function

Tuesday 29 November

- Group Field Trips
- NZSSS AGM
- Student Function

Wednesday 30 November

- Conference Sessions
- NZSSS Dinner & Awards

Thursday 1 December

- Conference Sessions

SPONSORSHIP SUMMARY



PACKAGE BENEFITS	PLATINUM \$10,000	GOLD \$8,000	SILVER \$5,000	BRONZE \$2,500
Maximum number available	1	3	4	6
PROFILE – Your logo will appear on				
The conference website home page (including a hyperlink)	✓	✓	✓	✓
The conference website sponsors page (including a description)	✓	✓	✓	✓
The banners used throughout the conference	✓	✓	✓	✓
The inside of the digital handbook	✓	✓	✓	✓
The sponsors slide, displayed during the housekeeping each day	✓	✓	✓	✓
The conference website exhibitors page (including a description)	✓	✓	–	–
The delegate registration form	✓	✓	–	–
The holding slide, displayed at the start of the conference each day	✓	✓	–	–
The cover of the digital handbook	✓	–	–	–
Conference banners accross all areas of the virtual platform	✓	–	–	–
The delegates' conference name tag	✓	–	–	–
PUBLICITY – Your organisation/company will receive				
Rotating banner on home page (programme) of the virtual platform	✓	✓	✓	✓
Advertisement space in the digital handbook (page/ad size)	Full	Full	Half	Quarter
Verbal recognition by the conference MC at the beginning of each day	✓	✓	✓	–
Mention in media related to the conference	✓	–	–	–
NETWORKING BENEFITS				
Virtual exhibition space to engage with attendees	✓	✓	✓	✓
Number of spaces for representatives to engage with delegates online	4	4	4	4
Full conference registrations	3	2	1	–
Conference dinner tickets	3	2	1	–

ADDITIONAL OPPORTUNITIES

INDIVIDUAL SPONSORSHIP	AVAILABLE	COST
Conference dinner sponsor	1	\$4,000
BBQ function sponsor	1	\$2,500
Keynote speaker sponsor	3	\$2,000
Student function sponsor	1	\$1,500
Poster session sponsor	1	\$1,500
Field trip sponsor	2	\$1,000
Lunch break sponsor	3	\$800
Tea break sponsor	4	\$500
Conference notepads & pens	1 each	\$500

EXHIBITION & ADVERTISING	AVAILABLE	COST
Exhibition double package	2	\$2,300
Exhibition single package	7	\$1,500
Virtual exhibition package	9	\$1,000
Website banner ad – footer	3	\$850
Website banner ad – side	6	\$600
Handbook ad – full-page	4	\$650
Handbook ad – half-page	4	\$450
Handbook ad – quarter-page	4	\$250
Virtual platform banner ad	6	\$200

PLATINUM PACKAGE

\$10,000 + GST — | AVAILABLE

As the Platinum Sponsor, your organisation will be positioned as this year's premier conference partner. A package of advertising and promotion will be paramount and very visible before, during and after the conference.

PROFILE – YOUR LOGO WILL APPEAR ON

- The conference website home page.
- The conference website sponsors page including a description of the organisation/ company.
- The conference website exhibitors page including a description of the organisation/ company.
- The banners used throughout the conference.
- The delegate conference registration form.
- Delegates' conference name tags.
- The inside of the digital handbook.
- The cover of the digital handbook.
- The holding slide, displayed at the start of the conference each day.
- The sponsors slide, displayed during the housekeeping each day.

PUBLICITY – YOUR COMPANY WILL RECEIVE

- Mention in media related to the conference.
- Sponsor marketing material included in the digital handbook.
- One page advertisement included in the digital handbook (artwork to be supplied by sponsor).
- Verbal recognition by the Conference MC at the beginning of each day.

NETWORKING BENEFITS

- THREE full conference registrations.
- THREE dinner tickets.
- ONE 6m x 1.2m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights).

VIRTUAL PLATFORM

- Organisation logo placement in primary position on conference banners placed site-wide on virtual platform e.g. on the banners in 'waiting rooms' between sessions and exhibitions starting and finishing.
- Virtual exhibition space to engage with attendees.
- Free access for four (4) sponsor representatives to engage one-on-one with attendees.
- Post-event metrics – Attendee, exhibit booth visitors and conference data will be shared with you post-conference.
- Rotating ad in banner on home page (programme) of the virtual platform.

GOLD PACKAGE

\$8,000 + GST — 3 AVAILABLE

A Gold Sponsor is viewed as a key event partner and you will receive considerable exposure and recognition through the following benefits.

PROFILE – YOUR LOGO WILL APPEAR ON

- Conference website home page.
- Conference website sponsors page including a description of the organisation/ company.
- Conference website exhibitors page including a description of the organisation/ company.
- On the banners used throughout the conference.
- Delegate conference registration form.
- Inside of the digital handbook.
- On the holding slide, displayed at the start of the conference each day.
- On sponsors slide, displayed during the housekeeping each day.

PUBLICITY – YOUR COMPANY WILL RECEIVE

- Sponsor marketing material included in the digital handbook.
- Full page advertisement included in the digital handbook (artwork to be supplied by sponsor).
- Verbal recognition by the Conference MC at the beginning of each day.

NETWORKING BENEFITS

- TWO full conference registrations.
- TWO dinner tickets.
- ONE 3m x 1.2m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights).

VIRTUAL PLATFORM

- Virtual exhibition space to engage with attendees.
- Free access for four (4) sponsor representatives to engage one-on-one with attendees.
- Post-event metrics – Attendee, exhibit booth visitors and conference data will be shared with you post-conference.
- Rotating ad in banner on home page (programme) of the virtual platform.

SILVER PACKAGE

\$5,000 + GST — 4 AVAILABLE

As a silver sponsor, a package of advertising and promotion will be visible throughout the conference and includes:

PROFILE — YOUR LOGO WILL APPEAR ON

- Conference website home page.
- Conference website sponsors page.
- On the banners used throughout the conference.
- Inside the digital handbook.
- On sponsors slide, displayed during the housekeeping each day.

PUBLICITY — YOUR COMPANY WILL RECEIVE

- Sponsor marketing material included in the digital handbook.
- Half page advertisement included in the digital Handbook (artwork to be supplied by sponsor).
- Verbal recognition by the Conference MC at the beginning of each day.

NETWORKING BENEFITS

- ONE full conference registration.
- ONE dinner ticket.
- 50% discount off a 3m x 1.2m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights).

VIRTUAL PLATFORM

- Virtual exhibition space to engage with attendees.
- Free access for four (4) sponsor representatives to engage one-on-one with attendees.
- Post-event metrics – Attendee, exhibit booth visitors and conference data will be shared with you post-conference.
- Rotating ad in banner on home page (programme) of the virtual platform.

BRONZE PACKAGE

\$2,500 + GST — 6 AVAILABLE

As a bronze sponsor, a package of advertising and promotion will be visible throughout the conference and includes:

PROFILE — YOUR LOGO WILL APPEAR ON

- Conference website home page.
- Conference website sponsors page.
- On the banners used throughout the conference.
- Inside the digital handbook.
- On sponsors slide, displayed during the housekeeping each day.

PUBLICITY — YOUR COMPANY WILL RECEIVE

- Sponsor marketing material included in the digital handbook.
- Quarter page advertisement included in the Digital handbook (artwork to be supplied by sponsor).

VIRTUAL PLATFORM

- Virtual exhibition space to engage with attendees.
- Free access for four (4) sponsor representatives to engage one-on-one with attendees.
- Post-event metrics – Attendee, exhibit booth visitors and conference data will be shared with you post-conference.
- Rotating ad in banner on home page (programme) of the virtual platform.

ADDITIONAL OPPORTUNITIES



Opportunities are available for sponsorship of specific conference events or conference materials. All sponsors will receive brand exposure both on the website and in print and include:

- Naming rights of the function / break / session / field trip.
- TWO Free standing banners in prominent location for the duration of the function/ break.
- Logo on conference website sponsors page.
- Logo in the digital handbook.

For the NZSSS Conference 2022, these opportunities include: (Unless specified there is 1 available each).

BBQ FUNCTION - \$2500

A tradition for NZSSS delegates, the BBQ Function takes place on the first night of the conference and sets the scene for the week to come – good people, good food, and lots of networking opportunities.

In addition to the benefits described above, we will display your logo on all drinks vouchers and give you the opportunity to welcome our delegates on the night with a short speech.

CONFERENCE DINNER - \$4000

Attended by most delegates, the Conference Dinner is always a unique experience with a local flavour. Don't miss the opportunity to contribute to make this a most memorable night for all our delegates!

In addition to the benefits described above, we will add your logo to the Dinner Table menus and you will have a chance to welcome all delegates to the dinner.

STUDENT FUNCTION - \$1500

NZSSS encourages students to participate in the annual conference. A students night will be organised on the second day of the conference.

FIELD TRIP - \$1000 (3 AVAILABLE)

The field trips are very popular with our delegates and are an integral part of the Conference.

In addition to the benefits described above, your logo will be displayed on the bus signage.

TEA BREAKS - \$500 (4 AVAILABLE)

LUNCH BREAKS - \$800 (3 AVAILABLE)

All breaks are held in the Exhibition and Poster area and provide an opportunity for delegates to network, eat and relax during breaks in the programme.

In addition to the benefits described above, the sponsor of each catered break will receive recognition in the conference session prior to the relevant break as well as acknowledgment in the conference programme.

POSTER SESSION - \$1500

The poster session is a key component of the NZSSS Conference, with posters being displayed in the refreshment and networking areas. Attendees are given plenty of time to view the posters.

KEYNOTE SPEAKER - \$2000 (3 AVAILABLE)

Your organisation has the opportunity to align itself with one of this year's renowned keynote speakers.

ADVERTISING OPPORTUNITIES



We offer a variety of advertising opportunities, both print and digital to assist your company/organisation in gaining significant industry exposure to conference delegates.

HANDBOOK ADVERTISING

All delegates will access the digital handbook which will include information covering the conference and social programme. This publication will be a valuable reference tool used by delegates during the conference.

There are three sizes available.

- Full page colour ad - \$650
- Half page colour ad - \$450
- Quarter page colour ad - \$250

CONFERENCE NOTEPADS AND / OR PENS - \$500 EACH

All delegates attending the Conference will receive official writing materials.

The conference writing pad and/or pen sponsor will be acknowledged in the following ways:

- Company name and logo on sponsor page of the Conference Website.
- Logo in the digital handbook.

(Branded writing pads and/or pens to be supplied by sponsor).

VIRTUAL PLATFORM ADVERTISING

The virtual platform will be the interactive hub for all online delegates. You can purchase a rotating banner ad that will be displayed alongside conference sponsor logos throughout the platform (in the programme section, in the presentation area, in waiting rooms, etc). Virtual platform banners are \$200 (870px X 155px) (9 ADS AVAILABLE ON A ROTATING BASIS).

WEBSITE BANNER ADVERTISING

The conference website is “web central” for attendees, members, exhibitors and anyone else interested in the conference programme, call for papers, registering, planning their visit, sourcing conference abstracts and more! Don’t miss this chance to showcase your brand to such an engaged and interested audience!

- Your banner ad will include a link to your website.
- Ads are on ALL conference web pages; these pages collectively receive hundreds of page views during the months before, during, and after the conference.
- OnCue will provide you with statistics of impressions (the number of times your banner ad was seen during the month) and click-throughs (the number of times your banner ad was clicked on driving traffic to your website).
- Ads are uploaded within 48 hours of being received and approved. Ads will remain online for three months after the conference.

There are two sizes available.

- Footer banner ad (600px X 200px) - \$850 (3 ADS AVAILABLE ON A ROTATING BASIS)
The online footer banner appears at the bottom of every page.
- Side panel skyscraper ad (300px X 700px) - \$600 (6 ADS AVAILABLE ON A ROTATING BASIS)
The online skyscraper ad appears on the right side of every page.

Banner ad to be provided by sponsor with the following.

Specs:

Acceptable file formats: JPG, JPEG, PNG.
File size limits: 500 KB or less.

Exhibition offers organisations exposure to conference delegates and the opportunity to showcase their products and services.

The Exhibition & Catering Zone has been designed to provide the best possible promotional opportunities to participating organisations. With lunch, morning and afternoon refreshment breaks being served in this area it will create an unparalleled chance to promote your products and services to the diverse delegate base.

Benefits of Participating:

- Build new and strengthen existing relationships.
- Meet the decision makers and do business face to face.
- Raise your company profile and position your company as a leader within the field.
- Showcase your products and services to over 200 delegates in your target market.
- Organisations will receive a high level of visibility through the official website and conference marketing materials.
- All lunch, morning and afternoon refreshment breaks will be served in and around the exhibition area in order to maximise "booth traffic".

VIRTUAL EXHIBITOR PACKAGE \$1,000

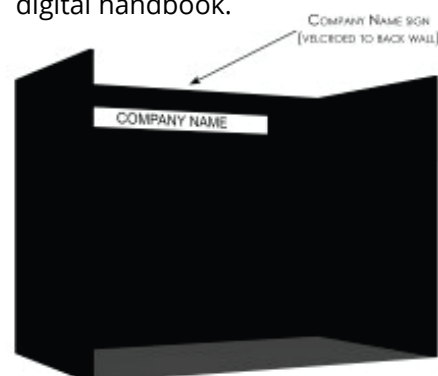
- Space in the Virtual Exhibitor Hall
- Access to meeting hub to connect with attendees
- Ability to request meetings and set up video calls with all conference attendees
- Company profile and downloadable brochure + staff info and chat function available throughout conference
- Opportunity to engage with delegates at 'functions'
- You set up your own meeting space / background as creatively as you like!
- No need to transport gear to the conference venue
- Listing of organization name and contact information in the conference app
- Organization name listed on the conference website.

EXHIBITOR SINGLE PACKAGE \$1,500

- One single trade booth at the conference (3m x 1.2m).
- Company name and stand number.
- Identification sign and name badges.
- Two (2) x 150W spotlights.
- One (1) 4amp power point.
- Company fascia signage.
- One trestle table with table cloth and two chairs.
- Daily catering for one personnel (additional personnel pass \$65 per day).
- One Mix & Mingle ticket.
- One Conference Satchel.
- Name tag for personnel.
- One complimentary conference dinner ticket.
- Listing on the conference website and digital handbook.

EXHIBITOR DOUBLE PACKAGE \$2,300

- One double trade booth at the conference (6m x 1.2m).
- Company name and stand number.
- Identification sign and name badges.
- Two (2) x 150W spotlights.
- One (1) 4amp power point.
- Company fascia signage.
- Two trestle tables with table cloths & two chairs.
- Daily catering for two personnel.
- Two Mix & Mingle tickets.
- One Conference Satchel.
- Name tag for each personnel.
- Listing on the conference website and digital handbook.



If you would like to hire any additional furniture for your exhibitor space please check the Exhibition Hire Services website: www.exhibitionhire.co.nz/hire-furniture

ADVERTISING SPECIFICATIONS



LOGO SPECIFICATIONS

- Acceptable file formats: EPS format is preferred, if not available please send JPG, PNG or PDF
- File size: no smaller than 1mb.
- Accompany with your guidelines, if applicable.

DIGITAL HANDBOOK ADS

Ad Sizes

- Full page, 210mm (w) x 297mm (h).
- Half page portrait, 105mm (w) x 297mm (h).
- Half page landscape, 210mm (w) x 148.50 mm (h).
- Quarter page, 105mm (w) x 148.50mm (h).

Supply of Material

- Artwork should be supplied via email to jesse@on-cue.co.nz.
- Artwork to be supplied at 72 dpi.
- Acceptable file formats: JPG, JPEG, PNG, PDF.
- Convert paths to outlines.
- All fonts embedded.

CONFERENCE WEBSITE ADS

Ad Sizes

- Footer banner ad, 600px (w) x 200px (h).
- Side panel skyscraper ad, 300px (w) x 700px (h).

Supply of Material

- Acceptable file formats: JPG, JPEG, PNG.
- File size: 500 KB or less.
- Resolution: 72 dpi.

VIRTUAL PLATFORM ADS

Ad Sizes

- Rotating banner ad, 870px (w) x 155px (h).

Supply of Material

- Acceptable file formats: JPG, JPEG, PNG.
- File size: 500 KB or less.
- Resolution: 72 dpi.

DESIGN SERVICES

If you require assistance with designing your ads or other promotional material, our in-house graphic designers are more than happy to assist. For a quote on the following materials please contact lea@on-cue.co.nz.

- Pull-up banners
- Signage
- Print ads
- Website banner ads
- Website design and build
- Exhibitor stand design

BOOKING INFORMATION

To book a sponsorship package, advertising or an exhibition package, please email lea@on-cue.co.nz with your details and preference. Sponsorship will be allocated only on receipt of a confirmation email from an authorised staff member from your organisation. A confirmation email will be sent to your organisation by OnCue Conferences to confirm the booking. You will also receive a tax invoice, including payment instructions and a link to pay by credit card.

PAYMENT POLICY

Sponsorship Packages

- 50% deposit is due on the 20th of the month following invoice.
- Remainder payment due by 1st July 2022.
- Should the Sponsor fail to pay by the invoice due date, OnCue has the right to cancel all entitlements with no refund.

Advertising and Exhibition Packages

- Full payment is due on the 20th of the month following invoice.
- Should the advertiser/exhibitor fail to pay by the invoice due date, OnCue has the right to cancel all advertising.

PAYMENT METHODS

Payment is possible by; direct credit, cheque or credit card - full details will be on the invoice.

DEADLINES

To secure a sponsorship package or exhibition package:

- Completed booking form must be received by 1st July 2022.

To secure advertising space in the digital handbook:

- Completed booking form must be received by 1st August 2022.
- Advertising Materials must be received by 1st September 2022.

If sponsor or advertiser does not meet the above published deadlines, OnCue cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.

TERMS & CONDITIONS

- Sponsorship will be allocated only on receipt of a signed booking form. A letter of confirmation will be provided by OnCue Conferences to confirm the booking. Applications will be processed in order of receipt.
- Exhibition space will be allocated on first come, first served basis. OnCue reserves the right to rearrange the floor-plan and / or relocate and exhibit. There is no discount or refund for any facilities not used.
- OnCue provides no guarantees that such sponsorship, exhibition or advertising will result in revenues for the advertiser.
- OnCue has the Right to refuse unacceptable advertising and reserves the right to refuse any advertisement it deems inappropriate or that does not conform to its graphic specifications. All graphics must be within the file size and dimension restrictions listed in this agreement. OnCue may request changes to any advertisement it deems unacceptable. Such a request may delay or prohibit the display of the ad until changes are made.
- Website Banner Ad Display Frequency – all ads are displayed on a rotating basis per page views. Each time the page is displayed the banner ad changes. Frequency may vary due to the number of banner ads active at the time. OnCue makes no guarantee to frequency or number of times the ad will be displayed.
- Changes to advertisement – after entering into this agreement, the Sponsor/Advertiser may request a change of the advertisement graphic. All changes are the responsibility of the Sponsor/Advertiser and any changes made by OnCue will be billed at the rate of \$50 per hour. Any requested change to an ad must be received in writing.

CANCELLATION POLICY

- In the case of cancellation by the sponsor, notification in writing should be sent to the conference organiser. A refund of fees paid (less a cancellation fee of 75% of the value of the sponsorship) will be made to any sponsor cancelling before Friday 2 Sept 2022. No refunds will be provided after this date.
- In the event of a change in NZ's COVID-19 status, resulting in cancellation of the conference, the conference reserves the right to retain funds in order to pay unrecoverable conference costs.
- A sponsor's inability to travel and attend the conference in person, for any reason, will be considered as a sponsor cancellation.
- Staff substitutions are allowed without penalty; in this case please advise the sponsorship manager by email as soon as possible: lea@on-cue.co.nz.

HEALTH & SAFETY

- We take the health and safety of our delegates, sponsors and suppliers seriously. Please note that all electronic equipment plugged in onsite must be tagged and tested. By agreeing to be a sponsor at the conference, you agree to adhere to all health and safety requirements. Further details will be supplied by the venue closer to the time of the conference.

By agreeing to these terms and conditions, you are acknowledging that a risk of exposure to COVID-19 exists in any public place where people are present. By attending the conference you and any guests voluntarily assume all risks related to exposure to COVID-19 and agree not to hold either the society (ASNZ) or conference organisers (OnCue); or any of their affiliates, directors, officers, employees, agents, contractors or volunteers, liable for any illness or injury.