

WEAVING

OUR

STORIES

Raranga i ā tātau kōrero

**2021 NZLA
CONFERENCE**

**4th - 5th October 2021
Iona College, Havelock North**

**Trade Exhibition &
Sponsorship Prospectus**

About the 2021 NZ Literacy Association Conference

The 2021 NZ Literacy Conference is the 43rd annual event. It is being organised by the Hawke's Bay Literacy Association on behalf of the New Zealand Literacy Association.

The Conference is being held at The Blyth Performing Arts Centre, Iona College in Havelock North, Hawke's Bay.

The NZLA Conferences are very well attended by professionals from all areas of literacy education. All attendees are passionate about education and are keen to explore new resources that your business might exhibit, discover new ideas and products and take home a memento of their time at Conference.

This year's Conference theme "Weaving our Stories", brings together our people, our place, Aotearoa New Zealand.

Trade Exhibitors and Sponsorship funds are vital components of any Conference. Their contribution helps to encourage attendance and plays a part in providing a truly memorable experience for Conference Delegates.

The Hawke's Bay Literacy Association committee is tasked with identifying businesses who would benefit from partnering with the 2021 NZ Literacy Association Conference to promote themselves to Conference delegates.

Our committee and Conference Organiser, Gameplan NZ Ltd, are committed to work closely with Trade Exhibitors and Sponsors to deliver a successful Conference that complements their marketing programme.

This Prospectus outlines some of the opportunities available to businesses like yours – but we are open to also exploring any ideas you may have!

Please feel free to contact Kirsty or Tash if you have any queries at hawkesbayliteracy@nzla.org.nz

Yours sincerely

Jane Taylor

Chairperson of the Hawke's Bay Literacy Association
hawkesbayliteracy@nzla.org.nz

Conference Organisers:
Gameplan NZ Limited
Carol-Ann Stubbs and Linda Walsh
gameplan@xtra.co.nz

Who will attend the NZ Literacy Association Conference?

The New Zealand Literacy Association Conference attracts delegates from all areas of Literacy Education ...

- Educators at pre-school, primary, secondary and tertiary institutions
- Principals and school leaders
- Consultants
- Resource Teachers of Literacy
- Resource Teachers of Learning and Behaviour
- University tutors and lecturers
- Educational researchers
- Librarians
- Specialist literacy teachers
- Ministry of Education personnel

Who Will Benefit as a Trade Exhibitor or Sponsor?

Participation in this conference will benefit ...

- Publishers and suppliers of books, educational and teacher resources
- Suppliers of electronic learning systems and resources
- Manufacturers and suppliers of school equipment
- Local Artisan producers

TRADE EXHIBITION OPPORTUNITIES

Benefits to Trade Exhibitors

All conference morning and afternoon teas, lunches will be served in and around the Trade Exhibition area to give your business stand maximum exposure to conference delegates at these times.

Trade Exhibition Package includes;

- Your business logo and contacts details will be feature in the official Conference Programme
- Complimentary morning teas, afternoon teas and lunches
- Complimentary Welcome Function Ticket
- Opportunity to supply item for insertion in to delegate registration packs must firstly be approved by the Hawke's Bay Literacy Association committee
- Opportunity to provide spot prizes for delegate
- Car parking

We will also further drive visits to Trade Exhibition stands by offering a prize draw entered by filling out a stamp card which is completed by visiting all stands. Trade Exhibitors will given the opportunity to contribute items to this prize

Trade Exhibition Space & Services

Trade Exhibition space consists of pre-measured areas measuring 3.0mt wide x 2.4mt deep, with back wall only. * Double and larger sites are available.

Exhibition stands also include: *(per 3.0mt x 2.4mt area)*

- One 1.8mtr long trestle table
- One 10 amp 4-way power multi-box
- One standard company name sign for back wall, black and white words only *(logo additional)*
- Morning and Afternoon Tea and Lunch for 1 person for the duration of the conference (2 days)
- Complimentary Welcome Function tickets for 1 person

* *Double sites include catering for 2 people, 2 trestle tables and 2 chairs.*

Trade exhibition set up / pack down schedule

Set Up	-	Sunday 3 rd October 2021	12.00am – 4.00pm
Pack down	-	Tuesday 6 th October 2021	2.00pm – 4.00pm

Delivery of Trade Exhibition Items

Due to lack of storage space at the venue, consigning delivery of goods to the Venue can **only be made from 28 September 2021.**

Please arrange for delivery addressed clearly to:

NZLA Conference
The Blythe Performing Arts Centre
Iona College
42 Lucknow Road
Havelock North 4130
New Zealand

APPLICATION FOR TRADE EXHIBITION SPACE

Business Name:

Billing Address:

Contact Person: Mobile:

Email:

Business Webpage:

Name for Stall Sign:

<input type="checkbox"/>	Single Trade Exhibition site(s) - 3.0mt wide x 2.4mt deep	@ \$500.00 + GST each
<input type="checkbox"/>	Double Trade Exhibition site(s) - 6.0mt wide x 2.4mt deep	@ \$1000.00 + GST each
<input type="checkbox"/>	Additional Trade Exhibitor catering (<i>discounted 40%</i>)	@ \$40.00 + GST per day/person
<input type="checkbox"/>	Additional Welcome Function Tickets – TRADE ONLY	no charge
<input type="checkbox"/>	Lighting - 2 x spotlights	@ \$50.00 + GST
<input type="checkbox"/>	upgrade to colour logo	@ \$50.00 + GST each

Other Requirements:

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Terms and Conditions:

- By signing you agree that while in attendance at this conference act within current MOH guidelines for operating a business safely in the COVID19 environment and follow all instructions from the Conference Organiser.
- On receipt of your Trade Exhibition Application form the Organisers will issue an invoice for the full amount.
- A minimum 20% deposit is required immediately to secure your site
- The remainder is due prior to **30 August 2021**
- Cancellation – the Organisers will retain the full amount of the Deposit if a stall is cancelled after 1st July 2021. After this date the Organiser may retain up to the full amount paid, including the deposit, to cover any costs that may have been incurred up to the date of cancellation.
- If the Conference is cancelled due to COVID19 the Organisers will refund all monies paid by the Trade Exhibitor less any costs that have been incurred at the specific request of the Trade Exhibitor.
- In the event of the Conference being rescheduled the Organisers will notify Trade Exhibitors in advance and negotiate whether deposits/payments are held over to the new date or refunded.

I/We accept the terms and conditions of this Trade exhibition Application and agree to be bound by them

Signed By: Date:

Signature:



High resolution, colour
.jpg logo file attached

Please send your completed application to the Conference Organisers: gameplan@xtra.co.nz

SPONSORSHIP OPPORTUNITIES

There are several Sponsorship opportunities for the 2021 NZ Literacy Association Conference.

We are committed to ensuring that, as a Sponsor you receive an excellent return on your investment and we will ensure that Sponsors have as many opportunities as possible to meet and exchange ideas and information with delegates.

As a Sponsor of the 2021 NZ Literacy Association Conference you will receive significant promotional benefits by way of exposure in our official Conference Programme, Conference Website and Hawke's Bay Literacy Association Facebook page.

You can choose from one of our specific Sponsorship Packages below, or we may also tailor a package to suit your requirements

All sponsors have the opportunity to purchase a Trade Exhibition site at 50% discount.

Keynote Presenter Sponsorship ^{*}

\$1,000 + GST - only 5 available

Keynote speakers are the highlight of any conference and this year we have 5 leading national presenters who will attract major attention from delegates.

Keynote Presenter Sponsorship Package includes:

- Opportunity to display your promotional banners onstage when the keynote presenter delivers their address in The Blythe Auditorium
- Acknowledgement as a keynote presenter Sponsor in the official Conference Programme
- Your business logo with a link to your business website will be featured on the Conference website
- Profile on the Hawke's Bay Literacy Association and Conference Event Facebook pages with a link to your company social media pages and / or website
- Opportunity to provide an insert for the Delegate Registration Pack

** NOTE: Sponsors may choose which presenter they wish to sponsor, however, when assigning this package we are bound by any existing relationships that speakers may have*

Conference Welcome Function Sponsorship

\$1000 + GST

Exclusive opportunity to sponsor the Conference Welcome Function to be held in The Blythe Performing Arts Centre Foyer after conference on Monday 4th October.-

This event is a chance for all Conference delegates to meet and connect with each other, Sponsors, Speakers and Trade Exhibitors.

Conference Welcome Function Sponsorship Package Includes:

- Naming rights to the Conference Welcome Function
- Four tickets to the Conference Welcome Function
- Opportunity to display your banners, flags and other collateral in the Welcome Function space
- Acknowledgement as a Welcome Function Sponsor in the official Conference Programme
- Your business logo with a link to your business website will be featured on the Conference website
- Profile on the Hawke's Bay Literacy Association and Conference Event Facebook pages with a link to your company social media pages and / or website
- Opportunity to provide an insert for the Delegate Registration Pack

Conference Programme Sponsorship

\$2,000 + GST

The official Conference Programme will be distributed to all Delegates, Sponsors and Trade Exhibitors in their Registration Packs.

The Conference Programme will contain all the Conference information, including; Programme of event, speaker and workshop information and Conference activities and will be used as a constant reference for all Delegates throughout the Conference and are often kept as reference after the event giving you long term exposure.

Conference Programme Sponsorship Package includes:

- Exclusive Sponsorship of the Conference Programme
- Full-page, colour advertisement on the outside back cover of the official Conference programme
- Acknowledgement as a Conference Programme in the official Conference Programme
- Your business logo with a link to your business website will be featured on the Conference website
- Profile on the Hawke's Bay Literacy Association and Conference Event Facebook pages with a link to your company social media pages and / or website
- Opportunity to provide an insert for the Delegate Registration Pack

** NOTE: artwork for advertisement to be provided in 'print ready' format by Sponsor by 1st September 2021, specifications will be supplied by Conference Organiser.*

Advertising Opportunities

There will be a limited amount of advertising space available in the official Conference Programme.

Please contact the Conference Organiser to express interest in this opportunity.

Branded Name Badge / Lanyard Sponsorship Package

\$500 + GST + supply of or the cost of supply of lanyards

This is a high visibility opportunity to promote your brand. Your business will receive maximum exposure as each delegate must wear his or her lanyard at all times for the duration of the Conference.

- Exclusive Sponsorship of the Conference name badge lanyard
- Company logo printed on the name badges
- Acknowledgement as a Lanyard Sponsor in the official Conference Programme
- Your business logo with a link to your business website will be featured on the Conference website
- Profile on the Hawke's Bay Literacy Association and Conference Event Facebook pages with a link to your company social media pages and / or website

Delegate Registration Pack Inserts

\$200 + GST + supply of inserted material

There will be a limited amount of opportunities for material may be inserted into the delegate registration packs.

Material for insertion must firstly be approved by the Hawke's Bay Literacy Association committee.

Material for insertion in to delegate registration packs must be forwarded to the Conference Organiser no later than **Monday 20th September 2021**.

Please contact the Conference Organiser to discuss your requirements.

Other Sponsorship Opportunities

We are happy to look at any for bespoke Sponsorship opportunitites, ideas and initiatives that you may have for your business, or discuss how we could enhance the Sponsorship opportunities outlined earlier, including, but not limited to;

- Provision of specialist services, products or significant business discounts and other practical assistance which would represent a real saving to the conference
- Branded merchandise not included in delegate registration packs
- Provision of pens, notepads, water bottles etc.
- Sponsorship of a Conference Workshop

For any queries regarding Sponsorship please contact the Conference Organisers;

Gameplan NZ Limited
Carol-Ann Stubbs and Linda Walsh gameplan@xtra.co.nz

APPLICATION FOR SPONSORSHIP

Sponsorship Package Requested:

Business Name:

Billing Address:

Contact Person: Mobile:

Email:

Business Webpage:

Comments / Requirements:

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High resolution, colour .jpg logo file attached

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