

- New Zealand Society for Oncology Conference 2016

- 26 – 27 October, Palmerston North

- Basic science transforming clinical outcomes in oncology

- Sponsorship and exhibition prospectus



Thank you

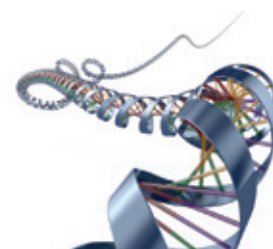
for taking the time to read this proposal. Did you know that 47% of companies are utilising live events, such as industry conferences and exhibitions in order to obtain maximum exposure via branding and face-to-face contact with their existing and prospective clients. The return on investment for live events is estimated to be 7:1 (Source: Conference Innovators).

We would like to give you the opportunity to align your organisation with the New Zealand Society for Oncology (NZSO) Conference for 2016. This will provide the opportunity over a two-day period to attract the attention of, and interact, with up to 200 researchers, consultants, nurses, clinicians, registrars, scientists and many others from the oncology sector.

About the conference

The 2016 conference begins with the CTNZ day and exhibitor pack in on Tuesday 25 October at the Palmerston North Convention Centre. The full conference programme and exhibition runs over Wednesday 26 and Thursday 27 October. The conference dinner is being held on Wednesday 26 October.

New Zealand Society for Oncology Conference 2016



Basic science transforming clinical outcomes in oncology

26 – 27 October, Palmerston North www.nzsoncology.org.nz

Summary of opportunities

Sponsorship Package	Cost (+GST)	Page
Gold	\$15,500	3
Silver	\$8,000	4
Bronze	\$6,000	5
Keynote speaker	\$4,000	6
Conference dinner	\$8,000	6
Conference handbook	\$4,500	7
Delegate satchel	\$3,500	7
Name badge & lanyards	\$3,500	7
Coffee cart	\$3,500	8
Catering	\$2,500 / \$4,000	8
Conference advertising	\$1,500	8
Exhibition Package	Cost (+ GST)	Page
Stand	\$2,900	9



Sponsorship

Sponsorship provides you with an opportunity to engage the key decision-makers over two days under one roof.

Ask yourself these questions:

- what would be the cost of visiting all the specialists and decision makers who will be at the conference, individually at their businesses?
- how long would that take you?
- could you guarantee their availability if you visited them?
- what is the impact to your business if you are not there and your competitors are?

What's in it for you?

- sponsorship provides an excellent opportunity to promote your name and support your brands, maintaining a high profile among specialists, before, during and after this event
- delegates are keen to improve their knowledge and skills, aligning your company with this powerful educational experience shows your commitment to assisting their development at a deeply personal level
- sponsoring helps to cement brand loyalty
- sponsorship provides you with an opportunity to consolidate and manage corporate relationships and expose your staff to their target markets
- your company's representatives will mix with professionals in a stimulating event
- your company's involvement, commitment and support for Palmerston North 2016 will be widely acknowledged as outlined in this prospectus
- sponsors will benefit from an interested, relevant and influential audience in an educational/social environment away from the competition of everyday distractions. this may lead to new or increased sales
- sponsorship contributes to the promotion, planning and operation of the conference, reducing the overall cost of managing and staging the event and enabling a higher level of participation by the delegates
- the cost of sponsorship is a legitimate tax deductible expense

The NZSO 2016 organising team would be delighted to meet with you to discuss promotional opportunities or any ideas you have for promoting your products or services.

The conference offers a unique opportunity to:

- promote goods and services for oncology services
- raise the national profile of your organisation
- demonstrate your commitment to the oncology sector
- increase brand awareness
- develop and build new partnerships and relationships

The profile of our conference is increasing annually, giving you the opportunity to increase your profile within the industry, reach more people in your target market and be included in all conference marketing collateral.

We are flexible and willing to work with you to achieve the best promotion combination for your organisation. Benefits to sponsors are commensurate with the level of investment. The earlier the sponsorship commitment is made, the greater the exposure through all pre-conference publicity and advertising.

Sponsorship opportunities are aimed at providing sponsors with a worthwhile return on investment. The conference offers a unique opportunity to increase your company's exposure to a diverse cross-section of rural health care professionals.

We are confident that the benefits of sponsorship will offer effective exposure to your company not only over the period of the conference but also in the years to come.

Sponsor the conference

Sponsorship is cost-effective brand marketing to a guaranteed captive and highly motivated audience.

Be there and:

- have face-to-face interaction with your current and potential clients against a backdrop of your brand at its most visible
- establish your position as the market leader in the minds of your existing and potential customers
- establish new relationships and build on existing ones
- acquire new business at a low cost
- meet with people in a stimulating and welcoming environment
- maintain and reinforce loyalty with existing customers
- differentiate and establish your brand in your marketplace
- interact with a captive audience who is your target market

If any of the above points resonate with your marketing goals then you must be there.

Gold sponsorship – investment \$15,500 + GST
(Limited to one opportunity) **SOLD**

Become not only the face of the conference, but also a conference partner! Gold sponsorship guarantees that your company brand will feature throughout the conference. Every delegate will be aware of who you are and that your partnership support has made the conference a success.

As the gold sponsor you will receive:

- two complimentary exhibition stands
- four complimentary conference registrations, including lunches, morning and afternoon teas, and attendance at conference sessions
- four tickets to the conference dinner
- recognition as the 'gold sponsor' on the front cover of the conference handbook
- one full page colour advertisement in the conference handbook (artwork supplied by your company ready for print)
- your company logo displayed onscreen alongside other sponsor's logos at the introduction to the conference and at the beginning of each plenary session
- recognition as the 'gold sponsor' on the conference website with your company logo hyperlinked to your website
- personalised acknowledgement and thanks by the convenor of your support and contribution
- inclusion of your logo on conference direct marketing material, distributed to the NZSO community several times in the lead up to conference
- opportunity to address the delegation at the beginning of the conference
- one freestanding company banner displayed at the conference (banner supplied by your company, conference organisers allocate space)
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)



Silver sponsorship – investment \$8,000 + GST

(Limited to two opportunities)

A fantastic opportunity to be recognised as a major partner for the conference. Your brand will feature prominently throughout the two days, giving you plenty of time to convey your key messages to the audience.

As a silver sponsor you will receive:

- one complimentary exhibition stand
- two complimentary conference registrations, including lunches, morning and afternoon teas, and attendance at conference sessions
- two tickets to the conference dinner
- recognition as a 'silver sponsor' in the conference handbook
- recognition as a 'silver sponsor' on the conference website with your company logo hyperlinked to your website
- one full page full colour advertisement in the conference handbook (artwork supplied by your company ready for print)
- your company logo displayed onscreen alongside other sponsor's logos at the introduction to the conference and at the beginning of each plenary session
- one freestanding company banner displayed at the conference (banner supplied by your company, conference organisers will allocate space)
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Bronze sponsorship – investment \$6,000 + GST

(Limited to two opportunities)

Become a valued partner and contribute to the conference's success. Your sponsorship is greatly valued and is integral to ensuring that the delegates get to take away key messages.

As the bronze sponsor you will receive:

- one complimentary exhibition stand
- one complimentary conference registration, including lunches, morning and afternoon teas, and attendance at conference sessions
- one ticket to the conference dinner
- recognition as a 'bronze sponsor' in the conference handbook
- one half page full colour advertisement in the conference handbook (artwork supplied by your company ready for print)
- recognition as a 'bronze sponsor' on the conference website with your company logo hyperlinked to your website
- your company logo displayed onscreen alongside other sponsor's logos at the introduction to the conference and at the beginning of each plenary session
- one freestanding company banner displayed at the conference (banner supplied by your company, conference organisers will allocate space)
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Keynote speaker sponsorship – investment \$4,000 + GST

Align your brand with one of the international keynote speakers invited to address the delegates during the conference.

As the keynote sponsor you will receive:

- one complimentary conference registration, including lunches, morning and afternoon teas, and attendance at conference sessions
- one ticket to the conference dinner
- recognition as a 'keynote speaker sponsor' in the conference handbook
- one half page full colour advertisement in the conference handbook (artwork supplied by your company ready for print)
- recognition as a 'keynote speaker sponsor' on the conference website with your company logo hyperlinked to your website
- your company logo displayed onscreen alongside other sponsor's logos at the introduction to the conference and at the beginning of each session
- name association with the keynote speaker's plenary session, including logo on session slides
- acknowledgement as the keynote speaker's sponsor by the session chairperson
- opportunity to thank speaker at the end of the session
- one freestanding company banner displayed during the keynote session (banner supplied by your company, conference organisers will allocate space)
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Conference dinner sponsorship – investment \$8,000 + GST

(Limited to one opportunity)

Give your brand the wow factor! This will undoubtedly be the spectacular social highlight of the conference held on Monday evening.

As the conference dinner sponsor you will receive:

- naming rights to the conference dinner 'sponsors name' NZSO conference dinner
- four complimentary tickets to the conference dinner so that you can engage delegates in a relaxed fun atmosphere
- opportunity for you to make a short address to the dinner audience (maximum of five minutes)
- prominent branding for your company at the dinner venue with four free standing company banners (banners supplied by your company, conference organisers will allocate space)
- recognition as a 'conference dinner sponsor' in conference handbook
- your company logo in conference handbook along side the conference dinner on the social function page
- your company logo acknowledging your support as a 'conference dinner sponsor' your company logo on menus and dinner tickets
- recognition as a 'conference dinner sponsor' on the conference website with your company logo hyperlinked to your website
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Conference handbook sponsorship – investment \$4,500 + GST

(Limited to one opportunity)

Grab the opportunity to brand the main print material for the conference – the final programme and handbook.

As the conference handbook sponsor you will receive:

- one full page advertisement on the back cover of the handbook (artwork supplied by your company ready for print)
- recognition as a 'handbook sponsor' on the front cover of the conference handbook (NB. Gold Sponsors' logos' will also be on the cover)
- recognition as a 'handbook sponsor' on the conference website with your company logo hyperlinked to your website
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Delegate satchel sponsorship – investment \$3,500 + GST

(Limited to one opportunity)

Each full registration and day delegate will receive a satchel as they check in to the conference. The satchel will be printed with your company logo and the conference logo. Sponsorship is sought from a single sponsor and the satchels will be selected by the organising committee. The satchel will be confirmed after consultation with the sponsor.

As the delegate satchel sponsor you will receive:

- recognition as a 'satchel sponsor' in the conference handbook
- recognition as a 'satchel sponsor' on the conference website with your company logo hyperlinked to your website
- company logo featured on the conference satchel (conference logo will also be included on the satchel)
- the opportunity to provide pads and pens that will be inserted into each satchel (pads and pens supplied by your company)
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Name badges & lanyards sponsorship – investment \$3,500 + GST

(Limited to one opportunity)

All delegates, speakers and sponsors will be given name badges to wear for the duration for the conference. Each name badge and lanyard will be printed with your company and the delegate's name.

As the name badge & lanyards sponsor you will receive:

- company logo featured on the name badges (alongside the conference logo)
- opportunity to provide branded lanyards featuring company logo for the delegate names badges (branded lanyard to be supplied by your company, otherwise plain black lanyards will be provided by the conference)
- recognition as a 'name badge & lanyards sponsor' in the conference handbook
- recognition as a 'name badge & lanyards sponsor' on the conference website with your company logo hyperlinked to your website
- one freestanding company banner displayed at the registration counter for the duration of the conference (banner supplied by your company)
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Coffee cart sponsorship – investment \$3,500 + GST
(Limited to one opportunity) **SOLD**

In these coffee loving days, it is hard to find a sponsorship package better than this. Your company will have the exclusive opportunity to connect with the majority of delegates as they come past for their coffee fix!
(coffee consumption costs to be discussed)

As the coffee cart sponsor you will receive:

- designated coffee cart and café area (6m x 3m) situated in the exhibition area including four couches and two coffee tables
- recognition as a 'coffee cart sponsor' in the conference handbook
- recognition as a 'coffee cart sponsor' on the conference website with your company logo hyperlinked to your website
- two freestanding company banners displayed near the coffee cart for the duration of the conference (banners supplied by your company)
- opportunity to brand the coffee cart and or provide branded coffee cups and barista t-shirts (signage, cups and t-shirts to be supplied by your company)
- the opportunity for your company to supply branded goods (e.g. branded napkins, lollies, pads and pens) for placement in the café area
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Catering sponsorship – investment \$2,500 + GST per day or \$4,000 + GST both days

This sponsorship will provide your company with the opportunity to sponsor the conference catering on Monday or Tuesday, alternatively you can go for double exposure and sponsor both days.

As the catering sponsor you will receive:

- recognition as a 'catering sponsor' in the conference handbook
- recognition as a 'catering sponsor' on the conference website with your company logo hyperlinked to your website
- your company logo featured on the catering cards placed amongst the catering tables during your sponsored catering breaks
- four freestanding company banners displayed near the catering stations for the duration of the catering break (banners supplied by your company)
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Conference advertising sponsorship – investment \$1,500 + GST
(Multiple opportunities available)

Your company will receive direct exposure to each delegate with a full page colour advert in the printed registration brochure and handbook.

As a conference advertising sponsor you will receive:

- one full page colour advertisement in the conference handbook (artwork supplied by your company ready for print)
- opportunity to insert promotional material in the conference satchels, going directly into the hands of your target market (based on one A4 double sided document, supplied by your company)
- delegate list provided of all those attending the conference (excluding those who request privacy)

Exhibition

The Conference exhibition will give your company the opportunity to promote its products and services directly to purchase decision-makers in your target market.

The exhibition will take place in The Palmerston North Convention Centre. The organising committee welcomes you to join us in Palmerston North and to use this excellent opportunity to network and promote your organisation profile.

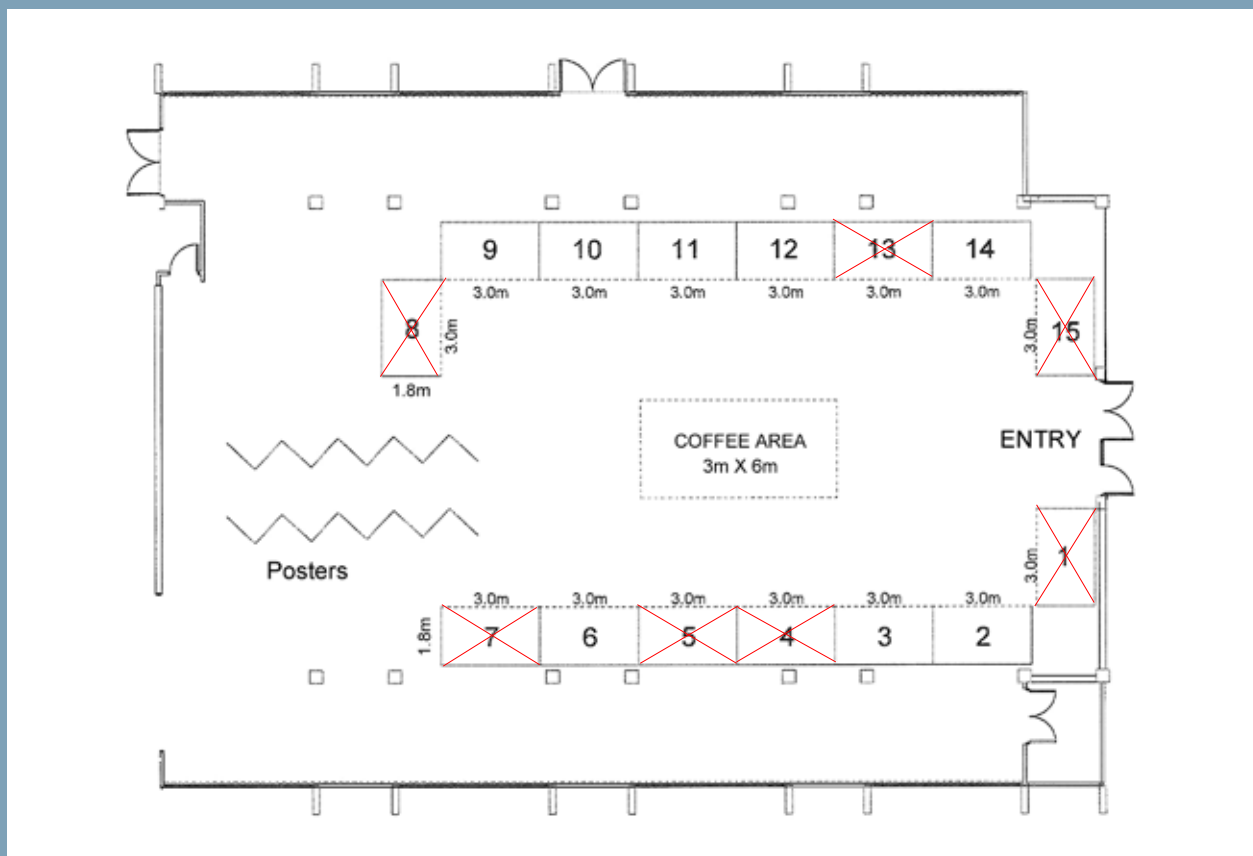
Why exhibit?

Exhibitions are one of the most cost-effective marketing methods offering face-to-face contact with potential customers.

Be there to:

- make face-to-face contact with prospective customers
- establish new relationships and build on existing ones
- generate new business and make sales onsite
- meet with people in a stimulating and welcoming environment
- allow people to experience your product physically and emotionally; let them touch and sample your product
- showcase and make your product known to new people
- maintain and reinforce loyalty with existing customers
- entice people away from the competition because you're attending and they're not!
- differentiate and establish your brand in your marketplace
- interact with a captive audience who is your target market

If any of the above points resonate with your marketing goals, then you should be there!



Trade stand prospectus

Industry exhibition stand – investment: \$2,900 + GST per booth

(Limited to 15 opportunities)

Your booth includes:

- exhibitor registration for one company representative
- walls as per dimensions on the floor plan (3m wide x 1.8m deep)
- fin fascia attached to the front of the stand, including company name in a single colour background and a single colour lettering (company logos are an additional cost)
- 2x 150 watt spotlights
- 1 electrical outlet with a four pin multibox
- list of conference participants excluding those who have requested privacy (supplied at the time of conference)
- company listing in the conference handbook, including a 50 word profile (supplied by your company)

Venue

The trade exhibition will be held in the Elwood Room at the Palmerston North Convention Centre.

Catering

Pre-session tea and coffee, morning and afternoon tea and lunches will be served in the exhibition area to encourage delegates to spend time viewing exhibits.

Internet Access

Complimentary WiFi is available.

Social Functions

Tickets to the conference dinner are not included in the exhibitor registration; however these can be purchased during the registration process.

Accommodation

Exhibitors will be able to book accommodation at the conference hotels where competitive room rates have been negotiated during the registration process.

Stand design & accessory hire

The company contracted the install the shell scheme is also available to assist with stand design and has a wide range of accessories and furniture for hire. For further details please contact:

Displayworks

Contact: Nicola Ransome

T: +64 3 338 4193

M: +64 27 495 2827

E: sales.chch@displayworks.co.nz

W: www.displayworks.co.nz

Insurance

It is the responsibility of each exhibitor to ensure that their stand and goods on display are adequately insured for theft and damage. All exhibitors shall insure, indemnify and hold NZSO or the conference secretariat harmless in respect of all costs, claims, demands and expenses. Exhibitors are responsible for any injury to persons and damage to property on the conference environment caused during the setting up, the operation of and the dismantling and removal of the exhibition.

Cancellation

If notification of cancellation of stands is received prior to **29 July 2016**, the deposit will be refunded less an administration charge of \$150. After this date no refunds will be made.

The organising committee reserves the right to cancel the exhibition in case of circumstances beyond their control. In such case all monies paid to date will be refunded in full. The liability of the organisers will be limited to that amount.

Conference Secretariat

For further information, or to arrange sponsorship or an exhibition stand at the conference, please return the enclosed application to the Conference Secretariat:

Charlotte Sloane
Conference Innovators Ltd
PO Box 7191
Christchurch 8240
New Zealand

T: +64 3 379 0390
F: +64 3 379 0460
E: charlotte@conference.co.nz
W: www.nzsoncology.org.nz



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Sponsorship and Exhibition Request Form

Please forward this form indicating your sponsorship/exhibition request to:

Charlotte Sloane

T + 64 3 379 0390

Conference Innovators Ltd

F + 64 3 379 0460

PO Box 7191, Sydenham, Christchurch, New Zealand

E charlotte@conference.co.nz

Company name:

Name: *(main contact)*

Name: *(for invoicing purposes)*

Postal address:

City:

Country:

Telephone:

Facsimile:

Mobile:

Email:

Purchase Order Number

Sponsorship Packages

Sponsorship requests will be on a first in basis. Please indicate which opportunity you are interested in:

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Gold | \$15,500 |
| <input type="checkbox"/> Silver | \$8,000 |
| <input type="checkbox"/> Bronze | \$6,000 |
| <input type="checkbox"/> Keynote Speaker | \$4,000 |
| <input type="checkbox"/> Conference Dinner | \$8,000 |
| <input type="checkbox"/> Conference Handbook | \$4,500 |
| <input type="checkbox"/> Delegate Satchel | \$3,500 |
| <input type="checkbox"/> Name Badge & Lanyards | \$3,500 |
| <input type="checkbox"/> Coffee Cart | \$3,500 |
| <input type="checkbox"/> Catering: <input type="checkbox"/> Mon <input type="checkbox"/> Tue | \$2,500 per day / \$4,000 both days |
| <input type="checkbox"/> Conference Advertising | \$1,500 |

Industry Exhibition sites will be first offered and allocated to sponsors and long term supporters of NZSO conferences. The remaining sites will be allocated by 6 May 2016. Requests may be made in advance by completing below.

Exhibition Stand

- Stand \$2,900 +GST

Please indicate your stand number preferences:

1st choice _____ 2nd choice _____ 3rd choice _____

Competitors you would prefer to be located away from

Upon acceptance of your application you will receive a confirmation of your sponsorship/exhibition stand and an invoice and agreement (where appropriate).

Payment Details

Terms of Payment

All prices are in New Zealand dollars and exclude Goods and Services Tax (GST) of 15%. Invoices are payable within one month of invoice, or prior to conference, whichever is earliest.

Method of payment:

- Yes, deduct my credit card below
 Cheque enclosed, made payable to "NZSO2016"
 Please send an invoice (full payment due by 20th month following original invoice date)

Credit Card Authorisation

Please charge NZ\$ _____ to the following credit card.

Please tick card to be charged: Visa MasterCard AMEX

Card Number

□□□□ □□□□ □□□□ □□□□

Cardholder Name: _____

Expiry Date: □□ / □□□□

Signature: _____ Date: _____

We apply for sponsorship and/or exhibition space in accordance to the terms and conditions set out in the sponsorship and exhibition prospectus.

Signature: _____ Date: _____

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