



AGC NZHS CONFERENCE

28 Nov – 1 Dec 2023

Tāmaki Makaurau | Auckland

Manaaki Wai
Caring for
our water

*Learning from the
past, adapting for
the future*



**SPONSORSHIP
PROPOSAL**

INVITATION



Kia ora,

On behalf of the organising committee, we would like to invite you to join us for this year's Australasian Groundwater / New Zealand Hydrological Society Joint Conference in Auckland. The conference is organised by the New Zealand and Australian Chapters of the International Association of Hydrogeologists (IAH) and the NZ Hydrological Society (NZHS).

The conference theme is "Manaaki Wai (caring for our water) : learning from the past, adapting for the future". It captures the idea that water is a living entity, with its own mauri (life force) that needs to be respected and cared for, which is central to te ao Māori (Māori worldview). It is up to communities, scientists, engineers and policy makers, to think about our past experiences, learn from our successes and failures, and adapt our thinking and priorities. Steps necessary to prepare for and design a resilient future, in a critical turning point for our environment.

It's been over 15 years since IAH and NZHS came together for a joint conference. We expect that this year's conference will attract a large number of delegates from industry, consulting, government, research and academia, not only from the greater Australasian region but across the world as well. The technical programme is complemented by many social events, providing excellent networking opportunities, and fascinating field trips on the last day.

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. We look forward to welcoming you to Auckland.

On behalf of the conference committee

Ngā mihi nui

Conny Tschritter and Theo Sarris

Conference co-Chairs

The 2023 conference committee





PROGRAMME AT A GLANCE

MONDAY 27 NOV

AM: Trade stand pack in

AM: Special interest group meetings

PM: Pre-conference registration

TUESDAY 28 NOV

AM: Opening keynote concurrent sessions

PM: Welcome Function

WEDNESDAY 29 NOV

AM: Keynote speaker concurrent sessions

PM: AGM

PM: Social Function

THURSDAY 30 NOV

AM: Keynote speaker concurrent sessions

PM: Trade stand pack out after afternoon tea

PM: Conference Dinner

FRIDAY 1 DEC

AM: Field Trips

WHY SPONSOR?

The Organising Committee have built a programme that will generate a high level of interest from NZHS and IAH Australasia members. This will give you the opportunity to:

- **Showcase** your latest innovation, products and services
- **Increase awareness** of your organisation's brand and reputation
- **Raise your organisation's profile** among delegates across all areas of hydrology hydrogeology
- **Demonstrate** your organisation's contribution towards the management of water resources
- **Broaden your network** of potential customers by engaging them in a relaxed and informative environment

Conference Venue: <https://www.aut.ac.nz/>

SPONSORSHIP PACKAGES SUMMARY

SPONSORSHIP PACKAGE BENEFITS

	PLATINUM \$15,000 (1)	GOLD \$10,000 (2)	SILVER \$7,000 (3)	BRONZE \$5,000 (5)
PROFILE – Your logo will appear on				
	Price in NZ \$ excluding GST*			
The conference website home page	✓	✓	✓	✓
The conference website sponsors page, with a link to your website	✓	✓	✓	✓
The online conference platform top banner (used by virtual attendees if hybrid)	✓	✓	✓	✓
The conference app sponsors page (used by on-site attendees)	✓	✓	✓	✓
Inside the conference handbook (printed & online PDF)	✓	✓	✓	✓
The sponsors slide, displayed during the housekeeping each day	✓	✓	✓	✓
The holding slide, displayed at the start of the conference each day	✓	✓	✓	
The cover of the conference handbook (printed & online PDF)	✓	✓		
The delegate conference registration form	✓	✓		
The conference website exhibitors page, with a link to your website	✓	✓		
All conference delegate name tags (for on-site attendees only)	✓			
The conference bag	✓			
PUBLICITY – Your company will receive				
Advertisement included in the conference handbook (A4)	Full Page	Full Page	½ Page	¼ Page
Sponsor marketing material included in satchel/folder (+ online download) *Subject to committee approval	✓	✓	✓	✓
Verbal recognition by the Conference MC at the beginning of each day	✓	✓	✓	✓
Mention in media related to the conference, where possible	✓			
NETWORKING BENEFITS				
ONE complimentary OR discounted exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)	x1 Double (6 x 1.2 m)	x1 Single (3 x 1.2 m)	50% off x1 Single	50% off x1 Single
Opportunities to engage with attendees at conference and online	✓	✓	✓	✓
Full conference registrations	4	3	2	1
Dinner tickets	4	3	2	1
Delegate list, following conference; subject to privacy requests.	✓	✓	✓	✓

PLATINUM PACKAGE — \$15,000 (1 AVAILABLE)

As the Platinum Sponsor, your organisation will be positioned as this year's premier conference partner. This package will give your organisation premium placement and maximum connection with delegates before, during and after the conference.

PROFILE – Your logo will appear on:

- The conference website home page and sponsors page, with a link to your website
- The conference app sponsors page (used by on-site attendees)
- The cover and inside the conference handbook (printed and available online as a PDF)
- The sponsors slide, displayed during the housekeeping each day
- The holding slide, displayed at the start of the conference each day
- The delegate conference registration form
- The conference website exhibitors page, with a link to your website
- All conference delegate name tags (for on-site attendees only)
- The conference bag
- May provide freestanding pull up banner for registration are during conference max 2m high x 1 m wide

PUBLICITY – Your company will receive:

- One full page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Sponsor marketing material included in the conference bag and as a downloadable brochure online. Subject to committee approval maximum 4 pg, 172x size A4
- Verbal recognition by the Conference MC at the beginning of each day
- Mention in media related to the conference, where possible

NETWORKING BENEFITS:

- ONE 6m x 1.2m (double) exhibition stand (includes: double booth, wall & sides, company fascia sign and two 150w spotlights)
- Opportunities to engage with attendees at conference and online
- FOUR full conference registrations
- FOUR dinner tickets
- Additional engagement opportunities through the app

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GOLD PACKAGE — \$10,000 (2 AVAILABLE)

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

PROFILE – Your logo will appear on:

- The conference website home page and sponsors page, with a link to your website
- The online conference platform top banner (used by virtual attendees) if hybrid
- The conference app sponsor's page (used by on-site attendees)
- The cover and inside the conference handbook (printed and available online as a PDF)
- The sponsors slide, displayed during the housekeeping each day
- The holding slide, displayed at the start of the conference each day
- The delegate conference registration form
- The conference website exhibitors page, with a link to your website
- May provide freestanding pullup banner for registration area during the conference (max 2 m high by 1 m wide)

PUBLICITY – Your company will receive:

- One full page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Sponsor marketing material included in the satchel/folder and as a downloadable brochure online
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS:

- ONE 3m x 1.2m (single) exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)
- Opportunities to engage with attendees at conference and online
- Three full conference registrations
- Three dinner tickets

SILVER PACKAGE — \$7,000 (3 AVAILABLE)

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

PROFILE – Your logo will appear on:

- The conference website home page and sponsors page, with a link to your website
- The online conference platform top banner (used by virtual attendees if hybrid)
- The conference app sponsor's page (used by on-site attendees)
- Inside the conference handbook (printed and available online as a PDF)
- The sponsors slide, displayed during the housekeeping each day
- The holding slide, displayed at the start of the conference each day

PUBLICITY – Your company will receive:

- One half page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Sponsor marketing material included in the satchel/folder and as a downloadable brochure online
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS:

- 50% discount (save \$850) off a 3m x 1.2m (single) exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)
- Opportunities to engage with attendees at conference and online
- Two full conference registration
- Two dinner ticket

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BRONZE PACKAGE — \$5,000 (5 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:

- The conference website home page and sponsors page, with a link to your website
- The online conference platform top banner (used by virtual attendees of hybrid)
- The conference app sponsor page (used by on-site attendees)
- Inside the conference handbook (printed and available online as a PDF)
- The sponsors slide, displayed during the housekeeping each day

PUBLICITY – Your company will receive:

- One quarter page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Sponsor marketing material included in the satchel/folder and as a downloadable brochure online
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS:

- 50% discount (save \$850) off a 3m x 1.2m (single) exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)
- Opportunities to engage with attendees at conference and online
- ONE full conference registration
- ONE dinner ticket

INDIVIDUAL SPONSORSHIP, EXHIBITION & ADVERTISING SUMMARY

INDIVIDUAL SPONSORSHIP OPPORTUNITIES	AVAILABLE	COST
Conference Dinner Sponsor	1	\$8,000
Welcome Function Sponsor	1	\$5,000
Student Function Sponsor	1	\$2000
Arrival drinks sponsor	1	\$3,000
Website	1	\$5,000
App Sponsor	1	\$5,000
Coffee Cart	1	\$2,000 + coffee costs (POA)
Poster Session Sponsor	1	\$3,000
Keynote Speaker Sponsor	2	\$3,000
Field Trip Sponsor	2	\$3,000
Lunch Breaks Sponsor	3	\$2,000
Tea Breaks Sponsor	6	\$1,000
Conference Notepads & Pens or other branded item Sponsor *(Plus supply of branded item, approx 500 branded) subject to comittee approval	1 Each	\$1,000 Each*
Lanyard sponsor & plus supply of branded lanyards	1	\$1,000
Student cash prize sponsor (1 per society)	2	\$1,000

EXHIBITION OPTIONS	AVAILABLE	COST
Exhibition Double package (6m x 1.2m booth)	Limited	\$2,900
Exhibition Single package (3m x 1.2m booth)	Limited	\$1,800

ADVERTISING OPPORTUNITIES	AVAILABLE	COST
Website footer banner (600px X 200px – displayed on a rotating basis)	3	\$850
Website side panel skyscraper (300px X 700px – displayed on a rotating basis)	4	\$600
Satchel Insert/brochure download	8	\$750
Handbook full page ad (A4 size)	2	\$900
Handbook half page ad	3	\$700
Handbook quarter page ad	4	\$500

All costs excl. GST **available if hybrid conference takes place



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INDIVIDUAL SPONSORSHIP 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
- A Free standing banner in a prominent location for the duration of the session
- Logo on conference website: sponsors page
- Logo in the conference handbook
- Logo on online platform (if conference is hybrid)

These opportunities include: (number available in brackets)

CONFERENCE DINNER – \$8000 (1)

Attended by most delegates, the Conference Dinner is always a unique experience with a local flavour. This year's venue is Auckland Town Hall. Don't miss the opportunity to contribute to this memorable night!

In addition to the benefits described above, we can add your logo to the Dinner Table menus.

POSTER SESSION – \$3000 (1)

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

ARRIVAL DRINKS – \$3000 (1)

For those arriving Monday evening, a chance to catch up with friends old & new.

Welcome FUNCTION – \$5000 (1)

A tradition for returning delegates, the Welcome Function takes place on the first night of the full 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 drink vouchers.

FIELD TRIP – \$3000 (2)

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.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

STUDENT FUNCTION – \$2000 (1)

Students are encouraged to participate in the annual conference. A student function will be organised on the second evening of the conference.

KEYNOTE SPEAKER – \$3000 (2)

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

LUNCH BREAKS – \$2000 (3)

TEA BREAKS – \$1000 (6)

All breaks are held in the Exhibition 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.

LANYARD SPONSOR – \$1000 (1)

+ SUPPLY BRANDED LANYARDS

Put your logo where everyone will see it!

CONFERENCE NOTEPADS AND/OR PENS – \$1000 each* (1)

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 conference handbook

*(Plus supply of writing pads and/or pens other branded items will be considered)

WEBSITE \$5000 (1)

Have your organisations logo on all pages of the website

APP \$5000 (1)

Used throughout the conference the app is a key tool for engaging with delegates

COFFEE CART \$2000 + COST (POA)

Great exposure to delegates everyone appreciates good coffee!

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EXHIBITION OPTIONS

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 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”

- Opportunity to maximise delegate interaction via conference app competitions.
- All exhibitor spaces are based on 1.2m side walls (deep) & 3m rear wall (width)
- Further exhibitor space details will be sent on confirmation of booking.

EXHIBITION OPTIONS

EXHIBITOR DOUBLE PACKAGE

– \$2900 (LIMITED SPACES)

- 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 tablecloths & two chairs
- Daily catering for two personnel (additional personnel pass \$250 pp)
- Two Dinner and welcome function tickets
- Two Conference Bags
- Name tag for each personnel
- Two Conference Handbook
- Listing on the conference website and conference handbook

ADDITIONAL PASSES

- \$250 pp includes name badge
- Welcome, daily catering, bag/handbook
- Dinner ticket available to purchase.

EXHIBITOR SINGLE PACKAGE

– \$1800 (LIMITED SPACES)

- 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 tablecloth and two chairs
- Daily catering for one personnel (additional personnel pass \$250 pp)
- One welcome function ticket + 1 dinner ticket
- One Conference Bag
- Name tag for personnel
- One Conference Handbook
- Listing on the conference website and conference handbook

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ADVERTISING OPPORTUNITIES

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

WEBSITE BANNER ADVERTISING

Footer banner – \$850 (3)

Side Panel Skyscraper – \$600 (4)

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)

Supply of material:

- Acceptable file formats: PNG, JPG/JPEG
- All colours must be RBG (no CMYK)
- Artwork to be supplied at 72 dpi
- File size: less than 250 KB
- Artwork should be supplied via email to tamara@on-cue.co.nz

ADVERTISING OPPORTUNITIES

HANDBOOK ADVERTISING

Full page ad – \$900 (2)

Half page ad – \$700 (3)

Quarter page ad – \$550 (4)

All delegates will receive a conference handbook (A4 size) which will include information covering the conference and social programme. If attendance is virtual they will be able to access a PDF of this document. This publication will be a valuable reference tool used by delegates during and after the conference.

Ad Sizes:

- Full page, 210(w) x 297(h) mm
- Half page portrait, 105(w) x 297(h) mm
- Half page landscape, 210(w) x 148.5(h) mm
- Quarter page, 105(w) x 148.5(h) mm

Supply of material:

- Artwork must be supplied as a high-resolution PDF (no JPG/JPEG files)
- Convert all paths and text to outlines
- Add a 5mm bleed on all four sides
- All colours must be CMYK (no RGB)
- Artwork to be supplied at 300 dpi
- Photographs for advertising must be supplied at a minimum file size of 1MB

- Artwork should be supplied via email to tamara@on-cue.co.nz
- If your files are too large to email, you can send them via [WeTransfer](#)

SACHEL INSERT / BROCHURE DOWNLOAD – \$750 (8)

Satchel inserts of sponsor information is a direct method of ensuring YOUR organisational information reaches key decision makers within the industry.

Company brochure maximum A4 size flyer or four-page brochure) to be inserted in all delegate satchels (sponsor to supply material).

Digital alternative is having a brochure download available to all delegates.

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FILE SUPPLY & DESIGN SERVICES

LOGO

- Your logo should be supplied as a vector file (an EPS or Ai file format is preferred).
- Accompany with your guidelines, if applicable.
- If you do not have a vector file, other acceptable file formats include: JPG/JPEG, PNG or PDF.
- Alternative format size: no smaller than 1mb.
- Email your logo to tamara@on-cue.co.nz

ONLINE PLATFORM

Ad Sizes:

- Header banner: 870px (w) x 155px (h)
- Sponsor logo: 180px (w) x 180px (h)

Supply of material:

- Acceptable file formats: PNG, JPG/JPEG
- All colours must be RGB (no CMYK)
- Artwork to be supplied at 72 dpi

File size: less than 250 KB

Email your ad to tamara@on-cue.co.nz

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 tamara@on-cue.co.nz

- Pull-up banners
- Signage
- Print ads
- Website banner ads
- Website design and build
- Exhibitor stand design
- Vector logo file creation
- Custom design requests



BOOKING INFORMATION

To book a sponsorship, advertising or exhibition package, please email tracy@on-cue.co.nz with your details and preference. OnCue will raise an invoice based on the following payment policy.

PAYMENT POLICY

Sponsorship Packages:

50% deposit is due on the 20th of the month following invoice, or by 2nd October 2023 at latest

Remainder payment due by 31st October 2023

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, or by 2nd October 2023 at latest

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 or credit card – full details will be on the invoice.

DEADLINES

To secure a sponsorship package or exhibition package:

Simply email or call On-Cue with your preferred option. Email requests should be sent by 31st August 2023

To secure advertising space in the conference handbook:

Advertising Materials must be received by 2nd October 2023

If sponsor or advertiser does not meet the above 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 confirmation email from an authorised staff member from your organisation. A letter of confirmation will be sent to your organisation 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 each 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 sponsor.

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 – Once the sponsorship agreement has been confirmed by both parties, (any cancellations will incur a charge equal to 100% of the sponsorship). Cancellation on the part of the sponsor will incur 100% cancellation fee. No refund will be issued. In the event of cancellation of the conference, due to circumstances outside the control of the organisers, every attempt will be made to deliver the conference, and associated sponsorship benefits, virtually.