

He Tāngata: It Is People

11-13 August, 2021 Rotorua, Distinction Hotel

CALLING SPONSORS

WELCOME HAERE MAI

He aha te mea nui o te ao

What is the most important thing in the world?

He tāngata, he tāngata, he tāngata

It is the people, it is the people, it is the people

– Māori proverb

It gives us great pleasure to invite you to the 2021 conference of the Civil Engineering Testing Association of New Zealand, which is being held In Rotorua from 11 - 13 August 2021.

The Civil Testing industry will always be defined by the people of which it is comprised. If we hope to maintain a high standard of testing in New Zealand, those of us within the industry have a responsibility to ensure the expertise and longevity of high-quality testing personnel in years to come.

We are not the foundation of the industry, but the mould from which it is cast. How can we bolster confidence in our staff and young people who will be the next generation of our industry? We must set an example and provide the framework for our people to excel and grow.

The 2021 conference is shaping up to be another ripper. Offering a combination of quality technical content, outstanding social functions, and broad industry representation.

The conference will be heading to Rotorua for the first time, hosted at the Distinction Hotel. A great venue for CETANZ, with large auditoriums and breakout rooms for special interest groups, as well as a pool and spas for some much-needed R & R.

A packed programme of technical content is sure to suit everyone's interests, along with our two keynote speakers to inform and inspire. Tony Alexander, former Chief Economist of BNZ and Tawera Nikau, a stalwart of NZRL who runs a training company dedicated to 'Unleashing Human Potential'.

We are pleased to announce the NZ branch of Nulca (National Utility Locating Contractors Association) will be joining forces with us for the conference.



The social events of the week are sure to be a fantastic opportunity to catch up with fellow members and meet some new faces.

On behalf of the organising committee, I'm pleased to invite everyone to the 2021 CETANZ Conference. I look forward to seeing you there.

John King Conference Convenor

JOIN US IN ROTORUA

The CETANZ Conference 2021 is being held at Distinction Hotel Rotorua from Wednesday 11 to Friday 13 August 2021.

The conference theme for 2021 is "He Tāngata: It is People".

WHO WILL ATTEND CETANZ 2021?

The CETANZ 2021 conference is the premier conference for civil materials testing in New Zealand and the Pacific. This year we also welcome NULCA to our programme. NULCA membership represents underground service locators and those involved in locating and protecting New Zealand's underground infrastructure.

During the event, a wide range of topics will be presented, catering for the needs of all levels of professionals from students through to managers. We expect approximately 150 – 200 delegates.

This conference provides exceptional value to practitioners and employers in the civil engineering profession by offering:

- Relevant topics in a packed programme
- An opportunity to build strong relationships between materials testers, contractors and engineers
- Alignment of professionals who are ultimately working towards common goals of improvement and quality

SPEAKERS & PROGRAMME

Information will be posted to the website https://www.cetanz.org.nz/conferences please check regularly for updates.

A packed programme of technical content is sure to suit everyone's interests, along with our two keynote speakers to inform and inspire.



TONY ALEXANDER

Tony is a renowned Economics Analyst and Commentator in New Zealand. He worked for BNZ, one of New Zealand's leading Banks, for 26 years (25 of which were as Chief Economist) until resigning in 2019 saying: "I've decided that, in a world of disruption, maybe it is time to disrupt myself, and have made the call to resign."

He spends considerable time researching and writing about the New Zealand economy with special attention to SMEs, housing, business culture, and the role of Auckland in the NZ economy.

"What I concentrate on and where my true area of expertise lies, is translating the arcane world of economic developments and trends into a language understandable by most people in the business and home buying sectors."

SPONSORSHIP OPPORTUNITIES

All sponsorship and exhibition opportunities are available on a 'first received basis'. Benefits to sponsors are commensurate with the level of investment. The earlier the sponsorship commitment is made the greater the exposure will be through pre-conference publicity, including the conference website.

We are offering a range of sponsorship options:

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The organising committee welcome any suggestions you may have with regard to sponsorship.

Please do not hesitate to contact the conference organisers, Harding Conferences, glenda@hardingconsultants.co.nz or 03 352 5598 to discuss an option to fit within your budget or business integrity.

SPONSORSHIP BENEFITS

Engage with key contacts in your industry over two days in one venue!

Consider the following:

- What is the cost of visiting each of these contacts individually?
- How long would that take you?
- Can you guarantee their availability and access?
- What is the impact of not being there?
- Imagine competitor involvement
- Drive awareness and understanding of your organisation
- Demonstrate your position as leaders in the industry
- Enhance relationships with your clients and prospects
- Engage your staff



SPONSORSHIP LEVELS AT A GLANCE

| Level | | Logo Profile | Stand space | Inclusive registrations | Conference dinner | Keynote speaker | Plenary Speaker | Welcome function | Delegate satchel | Catering break | Colour advert | Satchel insert | Exhibitors' quiz | Delegate list |
|--------------------|---------|-----------------|----------------|----------------------------|----------------------|--------------------|--------------------|---------------------|---------------------|-------------------|------------------|-------------------|---------------------|------------------|
| Platinum | \$7,500 | \checkmark | \checkmark | 3 | \checkmark | \checkmark | \checkmark | Х | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark |
| Gold | \$5,000 | \checkmark | \checkmark | 2 | Х | Х | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark |
| Barista cart | \$4,000 | \checkmark | Х | 1 | Х | Х | Х | Х | Х | Х | \checkmark | \checkmark | \checkmark | \checkmark |
| Business lounge | \$4,000 | \checkmark | \checkmark | 1 | Х | Х | Х | Х | Х | Х | \checkmark | \checkmark | \checkmark | \checkmark |
| Event app | \$4,000 | \checkmark | \checkmark | 1 | Х | Х | Х | Х | х | х | \checkmark | \checkmark | \checkmark | \checkmark |
| Silver | \$3,500 | \checkmark | \checkmark | 1 | Х | х | \checkmark | Х | х | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark |
| Bronze | \$2,000 | \checkmark | \checkmark | 1 | Х | Х | Х | Х | Х | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark |
| Session | \$1,000 | \checkmark | Х | Х | Х | Х | Х | Х | Х | Х | \checkmark | \checkmark | \checkmark | \checkmark |
| Supporting | \$750 | \checkmark | Х | Х | Х | Х | Х | Х | Х | Х | \checkmark | \checkmark | \checkmark | \checkmark |

PLATINUM SPONSOR \$7,500 + GST

ONSITE BENEFITS

- Primary naming rights to conference dinner, which will be a Las Vegas/Casino evening
- Opportunity for creative and innovative involvement with dinner
- Sponsor acknowledgement at the conference dinner
- Five (5) minutes speaking opportunity at the conference opening
- Sponsor's signage on the main stage to be provided by sponsor
- Primary naming rights to keynote speaker
- Single stand space (3m x 1.8m) see page 12 for full details and page 13 for floor plan
- Participation in an exhibitors' quiz
- Primary naming rights to conference satchel
- Promotional literature can be inserted in the conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures.
- Three (3) complimentary tickets to the entire conference which includes all social functions
- Opportunity to purchase additional speaking time

PRINT BENEFITS

- Full page (A5) advertisement in the handbook; valued at \$750+ GST. Advert to be supplied print ready
- Acknowledged in promotional material as the platinum sponsor
- Logo on lectern sign in conference rooms
- Dominant logo feature on all venue signage
- 150-word company listing in the conference handbook with company logo

- Acknowledged as a sponsor on the conference website with dominant logo feature and hyperlink to sponsor's website
- Link to sponsor's website from mobile app
- Dominant logo feature on any electronic venue signage
- Maximum opportunity for audio visual exposure of company logo on conference audio visual screens
- Access to delegate database (subject to their agreement)



GOLD SPONSOR \$5,000 + GST

2 AVAILABLE

ONSITE BENEFITS

- Primary naming rights at the welcome function.
 Dependent on number of gold sponsors this may need to be shared.
- Opportunity for creative and innovative involvement with the welcome function
- Verbal acknowledgement at the opening, closing and conference dinner
- Primary naming rights to name badges
- Promotional literature can be inserted in the conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures.
- Primary naming rights to one conference lunch on Thursday or Friday
- Single stand space (3m x 1.8m) see page 12 for full details and page 13 for floor plan
- Participation in an exhibitors' quiz
- Two (2) complimentary tickets to the conference, excluding social functions
- Opportunity to purchase speaking time

PRINT BENEFITS

- Full page (A5) advertisement in the handbook; valued at \$750+ GST. Advert to be supplied print ready
- Acknowledged in promotional material as a gold sponsor
- Dominant logo feature on all venue signage
- 150-word company listing in the conference handbook with company logo

- Acknowledged as a sponsor on the conference website with dominant logo feature and hyperlink to sponsor's website
- Link to sponsor's website from mobile app
- Dominant logo feature on any electronic venue signage
- Maximum opportunity for audio visual exposure of company logo on conference audio visual screens
- Access to delegate database (subject to their agreement)



BARISTA CART SPONSOR

\$4,000 + GST

NB: first 50 cups per day free all consumption thereafter at cost.

EXCLUSIVE

In these coffee loving days, it is hard to find a sponsorship opportunity better than this. You will have the exclusive opportunity to connect with a large portion of delegates as they come for their coffee fix!

Fixed costs associated with the provision of the coffee cart including labour per day are included in this opportunity. The first 50 cups are included and all coffee consumption over and above this will be charged to your company following the conference based on the total number of cups served.

ONSITE BENEFITS

- Naming rights to the coffee cart, open prior to conference each day plus during break times
- Opportunity for the barista staff to wear company branded t-shirts, caps etc (provided by the sponsor)
- Branded signage by the espresso coffee cart (provided by the sponsor)
- Opportunity for coffee to be served in branded coffee cups (provided by the sponsor)
- Opportunity for creative and innovative involvement with area
- Participation in an exhibitors' quiz
- One (1) complimentary ticket to the conference, excluding social functions

- Promotional literature can be inserted in the conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures.
- Opportunity to purchase speaking time at conference

PRINT BENEFITS

- Full page (A5) advertisement in the handbook; valued at \$750+ GST. Advert to be supplied print ready
- Acknowledged in promotional material as the barista cart sponsor
- Logo feature on all venue signage
- 100-word company listing in the conference handbook with company logo

- Acknowledged as a sponsor on the conference website with logo
- Link to sponsor's website from mobile app
- Logo feature on any electronic venue signage
- Opportunity for audio visual exposure of company logo on conference audio visual screens
- Access to delegate database (subject to their agreement)



BUSINESS LOUNGE SPONSOR \$4,000 + GST EXCLUSIVE

The business lounge will be located in a central position, designed to give delegates a quiet space to work on their laptops and recharge batteries for all equipment. The lounge will be filled with furniture supplied by the hotel with décor to complement your organisation's corporate colours, a recharge bar, magazines, the daily paper, and your company promotional material. You can add banners etc as well. A recharge bar can be included here, at an additional cost.

ONSITE BENEFITS

- Naming rights to the business lounge
- Provision of recharge bar
- Branding on the recharge bar (branding to be paid for by sponsor)
- Label on magazines and newspapers with sponsor's logo
- Participation in an exhibitors' quiz
- Promotional literature can be inserted in the conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures.
- One (1) complimentary ticket to the conference, excluding social functions
- Opportunity to purchase speaking time at conference

PRINT BENEFITS

- Full page (A5) advertisement in the handbook; valued at \$750+ GST. Advert to be supplied print ready
- Acknowledged in promotional material as the business lounge sponsor
- Logo feature on all venue signage
- 100-word company listing in the conference handbook with company logo

- Acknowledged as a sponsor on the conference website with logo
- Link to sponsor's website from mobile app
- Logo feature on any electronic venue signage
- Opportunity for audio visual exposure of company logo on conference audio visual screens
- Access to delegate database (subject to their agreement)



EVENT APP SPONSOR \$4,000 + GST

EXCLUSIVE

Maximum exposure: don't just promote your organisation during the event – your brand will be in front of the delegates before, during and after! The loading screen can be custom designed including your company's branding with direct links to your website. Delegates can access the app via their smartphone, tablet, laptop or computer.

- Naming rights to the app
- Company logo included on the app cover page
- Three push notifications to delegates each day of the conference
- Branding/logo on footer of every screen

ONSITE BENEFITS

- Primary naming rights to the event app
- Branding on the app cover page
- Three (3) push notifications to delegates each day of the conference
- Promotional literature can be inserted in the conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures.
- Participation in an exhibitors' quiz
- One (1) complimentary ticket to the conference, excluding social functions
- Opportunity to purchase speaking time at conference

PRINT BENEFITS

- Full page (A5) advertisement in the handbook; valued at \$750+ GST. Advert to be supplied print ready
- Acknowledged in promotional material as the event app sponsor
- Logo feature on all venue signage
- 100-word company listing in the conference handbook with company logo

- Acknowledged as a sponsor on the conference website with logo
- Link to sponsor's website from mobile app
- Logo feature on any electronic venue signage
- Opportunity for audio visual exposure of company logo on conference audio visual screens
- Access to delegate database (subject to their agreement)



SILVER SPONSOR \$3,500 + GST

4 AVAILABLE

ONSITE BENEFITS

- Major naming rights to a morning or afternoon tea break on Thursday or Friday
- ٠ Opportunity for creative and innovative involvement with sponsored lunch or morning and afternoon teas
- ٠ Single stand space (3m x 1.8m) – see page 12 for full details and page 13 for floor planParticipation in an exhibitors' quiz
- Primary naming rights to a plenary speaker ٠
- Promotional literature can be inserted in the ٠ conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures
- One (1) complimentary ticket to the ٠ conference, excluding social functions
- Opportunity to purchase speaking time at conference

PRINT BENEFITS

- Full page (A5) advertisement in the handbook; ٠ valued at \$750+ GST. Advert to be supplied print readv.
- ٠ Acknowledged in promotional material as a silver sponsor
- Logo feature on all venue signage ٠
- 100-word company listing in the conference ٠ handbook with company logo

DIGITAL BENEFITS

- Acknowledged as a sponsor on the conference website with logo
- Link to sponsor's website from mobile app ٠
- Logo feature on any electronic venue signage
- Opportunity for audio visual exposure of company ٠ logo on conference audio visual screens
- ٠ Access to delegate database (subject to their agreement)

BRONZE SPONSOR \$2,000 + GST UNLIMITED

ONSITE BENEFITS

- Major naming rights to arrival tea/coffee on Thursday or Friday
- Single stand space (3m x 1.8m) see page 12 for full details and page 13 for floor plan
- Participation in an exhibitors' guiz ٠
- ٠ One (1) complimentary ticket to the conference, excluding social functions
- Promotional literature can be inserted in the ٠ conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures
- Opportunity to purchase speaking time ٠

PRINT BENEFITS

- Acknowledged in promotional material as a bronze sponsor
- Logo feature on all venue signage
- 50-word company listing in the conference ٠ handbook with company logo

- Acknowledged as a sponsor on the conference website with loao
- Logo feature on any electronic venue signage ٠
- Opportunity for audio visual exposure of company • logo on conference audio visual screens
- Access to delegate database (subject to their agreement)

SESSION SPONSOR

\$1,000 + GST LIMITED TO NUMBER OF SESSIONS

ONSITE BENEFITS

- Verbal acknowledgement by the session chair of that session
- Promotional literature can be inserted in the conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures

PRINT BENEFITS

- Acknowledged in promotional material as a session sponsor
- Logo on conference programme next to your chosen session—to be confirmed once programme developed
- Logo feature on all venue signage
- 50-word company listing in the conference handbook with company logo

DIGITAL BENEFITS

- Acknowledged as a sponsor on the conference website with logo
- Logo feature on any electronic venue signage
- Logo on title slides on screen in the conference room for specific session
- Access to delegate database (subject to their agreement)

SUPPORTING SPONSOR \$750 + GST UNLIMITED

ONSITE BENEFITS

- Opportunity to present organisation on a poster board set up for the duration. Please note that you need to provide all the display equipment
- Participation in an exhibitors' quiz
- Promotional literature can be inserted in the conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures
- Tickets can be purchased to attend the conference

 you will need to register should you wish to
 attend

PRINT BENEFITS

- Acknowledged in promotional material as a supporting sponsor
- Opportunity to purchase advertising space in the handbook
- Logo feature on all venue signage
- 50-word company listing in the conference handbook with company logo

DIGITAL BENEFITS

- Acknowledged as a sponsor on the conference website with logo
- Logo feature on any electronic venue signage
- Access to delegate database (subject to their agreement)

ADVERTISING IN THE CONFERENCE HANDBOOK

| Outside back cover | \$1,500 + GST |
|--------------------|---------------|
| Inside back cover | \$1,000 + GST |
| Inside front cover | \$1,000 + GST |
| All three options | \$2,750 + GST |

Advert to be supplied print ready to the conference organisers.

SATCHEL INSERTS | **\$750 + GST**

One A4, A5 or DLE size flyer OR company branded paraphernalia such as note pad, pen, water bottle or key ring to be provided for insertion in the delegate satchel.

SPEAKING OPPORTUNITIES

To redeem this offer your investment must be a Trade Exhibitor or higher.

Level ONE | \$500 + GST

Level one entitles you to present your company/organisation to the delegates of this conference for a five-minute presentation before either a morning or afternoon break. There are four spots available.

Level TWO | \$750 + GST

Level two entitles you to present your company to the delegates of this conference for a ten-minute presentation before lunch. There are two lunch spots available.

Please note that these spots will be on a first in first served basis, (with first consideration applied to platinum, gold, silver and bronze sponsors).

As much as this is a captured audience, we cannot guarantee a full attendance.

SINGLE STAND \$1,500 + GST

The Exhibition area will be located in the Fenton Foyer, located outside all conference rooms and very close to the pool area. Pre-session tea and coffee, morning tea, lunches and afternoon teas will be served in the exhibition area to encourage delegates to spend time viewing the exhibits.

STAND INCLUSIONS

- Opportunity to present company at a booth set up for the duration of the conference
- The booth has a 3 metre back-wall, side walls of 1.8 metres and a height of 2.3 metres
- One 10 amp power supply (4-way multi-box)
- Two x 150 watt spotlights
- ID fin for signage and company name in one colour with 20 letters allowed per sign. Your company logo may be added to the signage, but at an additional cost to yourself.

ONSITE BENEFITS

- Participation in an exhibitors' quiz
- One complimentary exhibitor registration to the conference, excluding social functions
- Promotional literature can be inserted in the conference satchel to a maximum size A4. We are actively discouraging the use of paper brochures.

PRINT BENEFITS

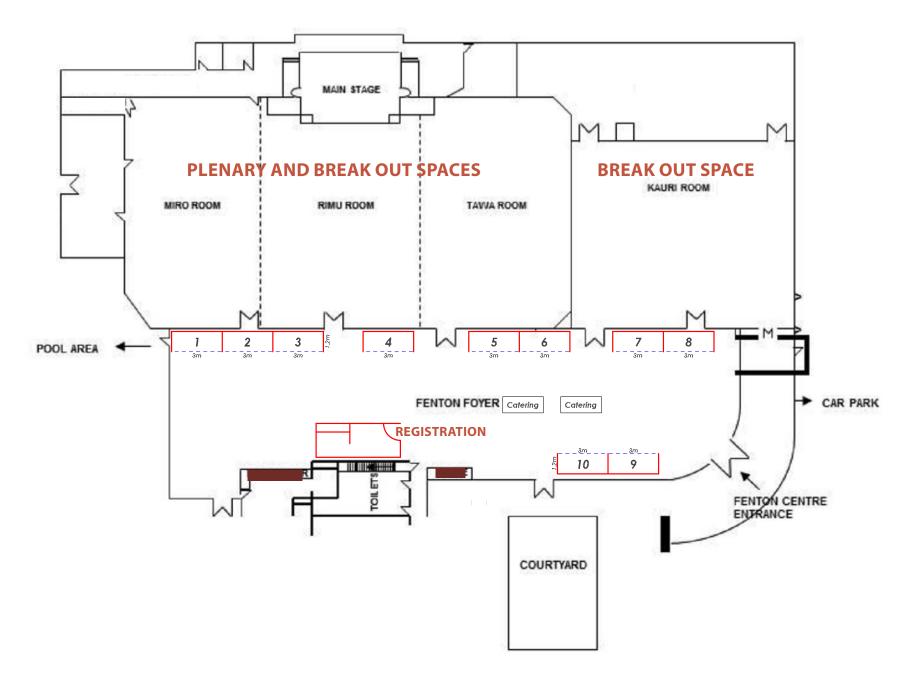
- Acknowledged in promotional material as an exhibitor
- Opportunity to purchase advertising space in the handbook
- Logo feature on all venue signage
- 50-word company listing in the conference handbook with company logo

- Acknowledged as an exhibitor on the conference website with logo
- Logo feature on any electronic venue signage
- Access to delegate database (subject to their agreement)





EXHIBITION FLOOR PLAN



TERMS AND CONDITIONS

KEY DATES

Exhibitor pack-in Wednesday 11 August 2021 from 12:00pm to 5:00pm

Exhibitor pack-out Friday 13 August 2021 from 5:00pm

Exhibition floor plan

A floor plan is on page 13

CATERING

Morning and afternoon teas, lunches and the ice breaker function on Wednesday 11 August will take place in the exhibition area. Catering for exhibitors will be served 15 minutes prior to programmed delegate breaks.

EXHIBITION MANUAL

The Exhibition Manual, detailing the finer details, will be circulated in June 2021.

PROGRAMME INFORMATION

Conference programme start and finish times are subjection to confirmation. For the most current information check out the website www.cetanz.org.nz/conferences

CONFERENCE REGISTRATION

For sponsorship packages that include complimentary registrations you will be asked to nominate the recipient of the complimentary registration.

Please note all other attendees (including those manning the booth) will need to register for the conference. They can register as an exhibitor, single day or full delegate.

Please refer to the website for pricing details.

PAYMENT

A confirmation letter and invoice will follow containing the detail of the agreement; payment is due within 14 days of the date displayed on the invoice. CETANZ reserves the right to withdraw and/or re-allocate sponsorship if payment is not received by the due date.

To comply with all the obligations as specified under each level of sponsorship or trade exhibition, it is the responsibility of each exhibitor and/or sponsor to provide appropriate material by the date(s) specified.

Failure to meet the due date for payment may result in the cancellation of all or part of the obligations agreed between the parties. The conference committee reserve the right to charge interest on all outstanding debts or for any collection costs relating to outstanding invoices.

PROMOTIONAL MATERIAL

If your sponsorship package entitles you to placement of material in the conference bag, inserts are to be provided by the sponsor and must be no bigger than what has been specified.

These must be delivered to the Distinction Hotel by Tuesday 10 August 2021 in order to be placed inside the conference satchel.

CANCELLATION POLICY

After the official booking has been accepted by the Organising Committee, if the sponsorship or floor space can be resold to another company, the sponsor/exhibitor will receive a full refund, less administrative fees of 20% of the total sponsorship and or exhibition rate. If not able to be resold, the sponsor/exhibitor will be liable to pay the following fees:

- 50% of the total sponsorship/exhibition rate, if the cancellation request is received in writing before 9 July 2021.
- 100% of the total sponsorship/exhibition, if the cancellation request is received in writing after 9 July 2021.

Please note that all cancellation fees are payable irrespective of whether the invoice for sponsorship has been paid or not.

Participation as a sponsor or exhibitor is at the discretion of the organisers and the organisers reserve the right to approve sponsorship materials.

The sponsor will fully reimburse CETANZ for all claims, losses or expenses arising as a result of any breach or failure to perform any of the terms of the sponsorship agreement.

The Conference Organising Committee reserve the right to charge interest on all outstanding debts for any collection costs relating to outstanding invoices.

If, for reasons beyond the control of the Conference Organising Committee, the conference is cancelled, the sponsorship fee will be refunded after deduction of expenses already incurred.

INSURANCE/LIABILITY

Sponsors and exhibitors must ensure that they are adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors in the vicinity of an exhibition stand.

Neither CETANZ Conference Organising Committee, Harding Consultants, Exhibition Hire and Distinction Hotel, nor any of their staff, employees, agents or other representatives shall be held accountable or liable for any damage, loss, harm or injury to any person or any property of the exhibition, however caused.

In the event of industrial disruption and/or equipment failure due to power supply problems, CETANZ, Harding Consultants, Exhibition Hire and Distinction Hotel will not be held liable and accept no responsibility for loss of monies incurred by sponsors or exhibitors or damage to property.

ACCEPTANCE OF TERMS & CONDITIONS

By submitting the sponsorship application form you acknowledge and accept the sponsorship terms.

HOW TO BOOK SPONSORSHIP AND/OR EXHIBITION SPACE

Please use on the online portal (available on the conference website under sponsorship) to make your reservation. On receipt of your application form a GST invoice will be sent. Payment is required to confirm your sponsorship and/or exhibition space.

CONFERENCE ORGANISERS

Harding Conferences A: PO Box 5512, Christchurch T: 03 352 5598 M: 027 436 3083 W: www.cetanz.org.nz/conferences E: glenda@hardingconsultants.co.nz 1 5



EXHIBITION COMPANY

Exhibition Hire T: 03 338 4193 W: <u>https://exhibitionhire.co.nz</u> Kelly Hird, kelly@exhibitionhire.co.nz

