Book your sponsorship package or an exhibition stand today.

Complete the booking form at www.nzdaconference.org.nz
The New Zealand Dental Association (NZDA) is proud to be holding their 2017 conference in the City of Sails, Auckland and warmly invites you to partner with the conference in August.

Outlined in this proposal are key partnership opportunities, we look forward to discussing these with you and creating the ideal package to suit your strategic outcomes.

**Conference sponsorship** offers high-profile positioning at this conference, allowing you to demonstrate your commitment to the ongoing development and training of dentists, their team and other oral health providers from around New Zealand.

**Industry exhibitions** allow you to present your brand, product or service within the interactive exhibition area where attendees network, socialise and explore.
Venue

The NZDA Conference will be held at the SKYCITY Convention Centre, located in the heart of Auckland CBD.

Principal Sponsor

The Association is exceptionally well served by Colgate our principal sponsor. Colgate have renewed a 5 year contract with NZDA as Principal Sponsor of our annual Conference.

Sponsorship

We are looking forward to talking with you about your involvement you would like to have at the NZDA Conference, please do not hesitate to make contact with us to discuss the opportunities available.

Dr David Crum
CEO, NZDA
david@nzda.org.nz
09 579 8001

Anna Mills
NZDA Exhibition Manager
Conference Innovators
annam@conference.co.nz
03 974 1197

Key Dates

2016
- November
  - Sponsorship packages contracted
  - Sponsors exhibition sites allocated

2017
- March
  - Exhibition sites allocated
- April
  - Full payment due for sponsorship and exhibition sites/stands
  - Exhibition manual available
**Preliminary Programme**

**Wednesday 9 August**
- Exhibition pack in at 2:00pm
- Pre conference courses
- VIP dinner (by invitation only)

**Thursday 10 August**
- Exhibition opens
- Dentist programme
- Therapist and hygienist programme
- Opening Ceremony and President’s Reception

**Friday 11 August**
- Exhibition opens
- Dentist programme
- Team day programme
- Employment fair
- Exhibition open afternoon
- Networking function

**Saturday 12 August**
- Exhibition opens
- Dentist programme
- Young dentist programme

This is a preliminary programme and subject to change.
Platinum Sponsorship Packages

President’s Reception

$25,000 +GST

SPONSORSHIP BENEFITS

- Status associated with being a platinum sponsor
- Naming rights to the President’s reception
- Acknowledged in print and electronic promotional material as the President’s reception sponsor
- Opportunity for a company representative to make a brief speech within the President’s reception
- Opportunity to have company banners at the entrance to the President’s reception
-Acknowledged as a platinum sponsor in the opening address
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- One complimentary exhibition site, includes two complimentary exhibition registrations (excludes social tickets)
- Priority allocation of exhibition site(s)
- Two conference registration (excludes social tickets)
- Six complimentary tickets to the President’s reception
- Invitation for two company representative to attend the VIP dinner
- One full page advertisement in the conference handbook (artwork supplied by sponsor)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels.
VIP Dinner

$25,000 +GST

SPONSORSHIP BENEFITS

- Status associated with being a platinum sponsor
- Naming rights to the VIP dinner attended by dental leaders and key decision makers from throughout New Zealand. This is an important networking opportunity
- Acknowledged in print and electronic promotional material as the VIP dinner sponsor
- Acknowledged by the NZDA CEO at the VIP dinner
- Logo on the VIP dinner invitation
- Opportunity for a company representative to make a brief speech at the dinner
- Opportunity to provide “product” at the dinner
- Opportunity to have company banners at the VIP Dinner
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- One complimentary exhibition site, includes two complimentary exhibition registrations (excludes social tickets)
- Priority allocation of exhibition site(s)
- Two conference registration (excludes social tickets)
- Invitation for six company representative to attend the VIP dinner
- Two complimentary ticket to the President’s reception
- One full page advertisement in the conference handbook (artwork supplied by sponsor)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels.
International Speaker

$25,000 + GST or by neg. for a jointly agreed speaker from the USA, Europe, UK or Asia

SPONSORSHIP BENEFITS

- Status associated with being a platinum sponsor
- Company logo on the introduction slide for the conference speaker
- Opportunity to have company banners on display during the speaker’s session
- Acknowledged as a platinum sponsor in the opening address
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- One complimentary exhibition site, includes two complimentary exhibition registrations (excludes social tickets)
- Priority allocation of exhibition site(s)
- Two conference registration

(excludes social tickets)

- Invitation for two company representative to attend the VIP dinner
- Two complimentary tickets to the President’s reception
- One full page advertisement in the conference handbook (artwork supplied by sponsor)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels
If the international speaker is arranged by your company the following expenses would be required to be covered and the relative value cost indicators are $25,000. Alternatively the Association can either receive that sum and arrange the following:

- **International business class flights and airport transfers**
- **Accommodation**
- **Speaker fee**
- **Registration fee and social tickets**
- **Agreed misc expenses**

If the sponsor is making the arrangements this may be beneficial and create less cost if arranging for their sponsored speaker to make presentations in Australia immediately before or after the NZDA Annual Conference.
Gold
Sponsorship Packages

Australian Speaker

$12,000 +GST or by negotiation for a jointly arranged speaker

SPONSORSHIP BENEFITS

- Status associated with being a gold sponsor
- Company logo displayed on screen in the introduction slide for the conference speaker
- Opportunity to have company banners on display during the speaker’s session
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels
- Priority allocation of exhibition site(s)

If the Australian speaker is arranged by your company the following expenses would be required to be covered and the relative value cost indicators are $12,000 to cover the following:

The Association can either receive that sum and then arrange all the following or via negotiation and approval of a speaker you can make arrangements directly with the speaker (in liaison with the Association) and with you covering cost of the following directly:

- Trans-Tasman business class flights and airport transfers
- Accommodation
- Speaker fee
- Registration fee and social tickets
- Agreed misc expenses
Espresso Bar

$9,500 +GST

*Limited to two opportunities*

**SPONSORSHIP BENEFITS**

- Status associated with being a gold sponsor
- An espresso bar (excludes company branding)
- Naming rights to the espresso bar, open Thursday to Saturday
- Opportunity for the barista staff to wear company branded t-shirts, caps etc. (provided by the sponsor)
- Opportunity for coffee to be served in branded coffee cups (provided by sponsors)
- Priority allocation of exhibition site(s) (coffee bar can be corporation in your exhibition site or in an appropriate location determined by Conference Innovators)
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels

Almost everyone loves a good coffee and it’s hard to find a sponsorship package better than this. Your company will have the opportunity to connect with the majority of delegates as they visit for their coffee fix!

Your espresso bar will have a barista coffee bar, magazines, the daily paper and your company promotional material. The sponsorship includes the cart, barista and coffee each day.

**PLEASE NOTE**

The coffee cart will remain open during the “open afternoon” for open afternoon attendance to purchase coffee.
Smoothie Bar

$9,500 +GST

Limited to one opportunity

SPONSORSHIP BENEFITS

- Status associated with being a gold sponsor
- A smoothie bar (excludes company branding)
- Naming rights to the smoothie bar, open Thursday to Saturday
- Opportunity for smoothie staff to wear company branded t-shirts, caps etc. (provided by the sponsor)
- Opportunity for smoothies to be served in branded smoothie cups (provided by sponsors)
- Priority allocation of exhibition site(s) (smoothie bar can be corporation in your exhibition site or in an appropriate location determined by Conference Innovators)
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels

PLEASE NOTE

The smoothie bar will remain open during the “open afternoon” for open afternoon attendance to purchase smoothie’s.
Dentist Satchels

$8,000 +GST

*Limited to one opportunity*

**SPONSORSHIP BENEFITS**

- Status associated with being a gold sponsor
- Company logo printed on the dentists delegate bag along with the NZDA conference logo
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Priority allocation of exhibition site(s)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels
Registration Brochure

**Gold Sponsorship Packages**

**$7,500 + GST**

*Limited to one opportunity*

**SPONSORSHIP BENEFITS**

- Status associated with being a gold sponsor

- A full page advertisement on the outside back cover of the registration brochure (artwork supplied)

- Company logo on the front cover of the registration brochure including the principal sponsor

- Company logo on the conference website linking to your company website

- Company logo and acknowledge in all print material

- Priority allocation of exhibition site(s)

- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels
Conference Handbook

$7,500 +GST

Limited to one opportunity

SPONSORSHIP BENEFITS

— Status associated with being a gold sponsor of the conference

— A full page advertisement on the outside back cover of the handbook (artwork supplied)

— Company logo on the front cover of the handbook including the principal sponsor

— Company logo on the conference website, as a gold sponsor, linking to your company website

— Company logo and acknowledge in all print material

— Priority allocation of exhibition site(s)

— Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels
Silver Sponsorship Packages

**Dental Team Day**

$6,500 +GST

*Limited to one opportunity*

**SPONSORSHIP BENEFITS**

- Status associated with being a silver sponsor
- Naming rights to the dental team day
- Acknowledgement as the programme sponsor by the opening chairperson
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Priority allocation of exhibition site(s)
- Opportunity to include promotional material or product (supplied by sponsor) in the Team day conference pack or satchels

**Dental Therapist/Hygienist Day**

$6,500 +GST

*Limited to one opportunity*

**SPONSORSHIP BENEFITS**

- Status associated with being a silver sponsor
- Naming rights to the Dental therapist/hygienist day
- Acknowledgement as the programme sponsor by the opening chairperson
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Priority allocation of exhibition site(s)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels
Conference App

$6,500 +GST

Limited to one opportunity

SPONSORSHIP BENEFITS

- Status associated with being a silver sponsor
- Acknowledgement as the sponsor of the mobile app
- Company logo on the cover screen of the mobile app
- Two push notifications to delegates each day of the conference (Wednesday – Saturday), maximum 140 characters
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Priority allocation of exhibition site(s)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels
Bronze
Sponsorship Packages

National Speaker

$3,500 + GST or by negotiation for a jointly arranged speaker

Limited to five opportunities

SPONSORSHIP BENEFITS

- Status associated with being a bronze sponsor
- Acknowledgement as the speaker sponsor by the chairperson
- Company logo on the introduction slide before the speaker’s session
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Priority allocation of exhibition site(s)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels

If the New Zealand speaker is arranged by your company the following expenses would be required to be covered (cost indication $3,500):

- Flights and airport transfers
- Accommodation
- Speaker fee
- Registration fee and social tickets
- Agreed misc expenses
Additional Meetings, Masterclass, Pre-conference Workshops

$3,000 + GST or by negotiation for a jointly arranged speaker or course(s)

Limited to five opportunities

SPONSORSHIP BENEFITS

- Status associated with being a bronze sponsor
- Acknowledgement as the speaker sponsor by the chairperson
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Priority allocation of exhibition site(s)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels

If the presenters are arranged by your company the following expenses would be required to be covered:

- Flights and airport transfers
- Accommodation
- Speaker fee
- Registration fee and social tickets
- Agreed misc expenses

PLEASE NOTE

Additional meetings, masterclass and pre conference workshops are an additional cost to delegates. The surplus from each course is returned to the NZ Education Trust.
**Water Warriors**

$3,500 +GST

*Limited to one opportunity*

**SPONSORSHIP BENEFITS**

- Status associated with being a bronze sponsor
- Naming rights to the “water warriors”
- Opportunity for the water warriors to wear company branded t-shirts, caps etc. (provided by the sponsor)
- Opportunity for water to be served in branded water cups (provided by sponsors)
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Priority allocation of exhibition site(s)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels

The water warriors will be armed with 11 litre water backpacks and cups and walking around the conference and exhibition areas in your branded clothing giving out water to delegates.

**Early Bird Prize**

$3,500 +GST

*Limited to one opportunity*

**SPONSORSHIP BENEFITS**

- Status associated with being a bronze sponsor
- Naming rights to the “early bird prize”
- Acknowledgement of sponsorship when announcing the winner of the early bird prize to all delegate pre conference
- Company logo on the conference website linking to your company website
- Company logo and acknowledge in all print material
- Priority allocation of exhibition site(s)
- Opportunity to include promotional material or product (supplied by sponsor) in the conference satchels

**PLEASE NOTE**

*The early bird prize is selected by NZDA.*
Supporting Sponsor

Registration Book Advertisement

$1,200 +GST

Limited to three opportunities

SPONSORSHIP BENEFITS

- Status associated with being a supporting sponsor of the conference
- Full page advert (artwork supplied)

PLEASE NOTE

To purchase this package you must be a sponsor or exhibitor at the conference.

Handbook Advertisement

$650 +GST

Limited to three opportunities

SPONSORSHIP BENEFITS

- Status associated with being a supporting sponsor of the conference
- Half page handbook advert (artwork supplied)

PLEASE NOTE

To purchase this package you must be a sponsor or exhibitor at the conference.
Exhibition Stand Packages

Space Only Package

3x3m
$3,470 + GST

2x3m
$3,170 + GST

PACKAGE INCLUDES

- Registration for two company representatives (excludes the social functions)

- Power (10amp, 4 way switch able multi-box)

- Listing in the conference handbook and conference website

- One delegate conference satchel with contents per site

- List of conference participants who have given permission for name publication (supplied onsite)
Standard Stand Package

3x3m
$4,440 +GST

2x3m
$4,080 +GST

PACKAGE INCLUDES

- Prefabricated white partitioning 3m x 3m or 2x3m
- Registration for two company representatives (excludes the social functions)
- Trestle table, 2 chairs and a table cloth – if required
- Fascia with company name in black
- Power (10amp, 4 way switchable multi-box)
- Two spot lights facing into the stand
- Listing in the conference handbook and conference website
- One delegate conference satchel with contents per site
- List of conference participants who have given permission for name publication (supplied onsite)
Exhibition Stand
Floorplan

Sky City Convention Centre, Auckland

KEY
- Booth Walling
- Fascia

Wed 9 — Sat 12 August 2017
SKYCITY Convention Centre, Auckland
nzdaconference.org.nz
Exhibition Allocation Process

Location preference within the exhibition is given to sponsors, and then site allocation will be processed in order of receipt of the completed application form.

To book a stand now please apply via
www.nzdaconference.org.nz

FOR FURTHER EXHIBITION INFORMATION PLEASE CONTACT

Anna Mills
Conference Innovators

PO Box 7191
Sydenham
Christchurch 8240

T: 03 974 1197

E: annam@conference.co.nz
NZDA Exhibition Terms & Conditions

1. Booking & payment conditions
   - Full payment is due 20 April 2017.
   - Site bookings are confirmed once Conference Innovators have received payment in full.
   - The Exhibition Manager reserves the right to withdraw confirmation of any site not paid by 20 April 2017.
   - Any subsequent tax invoices for exhibition or registration costs are payable on the 20th of the month following the original invoice date or before the conference. All monies due must be received prior to the conference. Should any monies be outstanding, the Exhibition Manager has the right to refuse access to the exhibition.
   - Subletting of space will not be permitted.
   - Associated companies who may have representatives on your stand should be notified to the Exhibition Manager.
   - NZDA reserve the right to decline an application for exhibition and/or sponsorship.

2. Cancellation
   - Any cancellations must be made in writing to Anna Mills, annam@conference.co.nz
   - In the event of cancellation up to 20 April 2017 a refund will be made less $250 administration fee. Cancellation after 21 April 2017 full costs of the exhibition booking will be charged.
   - The NZDA reserves the right to cancel the exhibition in case of circumstances beyond their control. In such a case all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.

3. Education courses/seminars – Blackout
   - To assist in maximising attendance at the Conference, exhibiting companies and any associated companies who have representations on your stand, agree they will not stage educational courses / seminars to NZDA members over the blackout period Monday 10th July to Saturday 26 August 2017 (four weeks prior to the conference and two weeks following).
   - Once again the NZDA has agreed to a shorter post conference exclusion period. We remain committed to attaining as large as possible delegate numbers so all who participate in the efforts to make the Conference a success achieve that result, and all dental companies both large and small have the opportunity to be involved.

4. Social functions
   - In the interests of all companies exhibiting and sponsoring this event, and to allow maximum attendance of delegates to the industry exhibition and conference events exhibiting, companies agree not to host/arrange social functions throughout the duration of the conference.

5. Stand space
   - Exhibitors may set up their demonstrations within their purchased stand/space only as per the floorplan. Aisles/walkways and air space above the aisles must be kept clear at all times. If any display occupies space outside the specified space as indicated on the floor plan, this part of the display will be dismantled.

6. Floor plan
   - Conference Innovators reserves the right to modify the floor plan to accommodate space sales or change as necessary to avoid conflicts.
   - Conference Innovators will endeavour to consult the exhibitors who are directly affected whenever possible.
7. **Conference logo**
   - The NZDA logo and Conference 2017 logo cannot be used without written permission for each use from NZDA.

8. **Promotional material**
   - No promotional material may be distributed (e.g. on seats in plenary sessions) or displayed outside of the stand area without permission of the NZDA.

9. **Noise**
   - Exhibitors may advertise within their stand area and may use amplifiers or videos, but at all times the noise level must be reasonable. The Exhibition Manager will prohibit or regulate any noise level that is considered an annoyance to others. Where videos are used, adequate space must be allowed within the stand space and not cause obstruction in the aisle.

10. **Food & beverage**
    - Food/drink giveaways are only permitted from exhibition stands with specific prior approval from Conference Innovators. Exhibitors are not permitted to sell or cook food within the industry exhibition area.

11. **Cleaning**
    - Stands and exhibits shall be kept clean and tidy throughout the conference. Cleaning of the stand is the responsibility of the exhibitor.

12. **Pack-in & pack-out**
    - Exhibition schedule pack-in/out times will be stated in the exhibitor manual and must be adhered to. Accepting these terms and conditions indicates that pack-out will not occur until after 4.15pm on Saturday 12 August (end of afternoon tea) and all exhibition staff on your stand are aware of this condition.

13. **Health & safety**
    - NZDA and Conference Innovators take the health and safety of our delegates, exhibitors and suppliers seriously. The exhibition manual will be provided to exhibitors in April which highlights all the health and safety obligations. By agreeing to exhibit at the conference, you agree to adhere to our health and safety policy.

14. **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 NZDA, Conference Innovators, Displayworks, SKYCITY nor any of their staff, employees, agents or other representatives shall be held accountable for, or liable for, and the same are released from accountability, or liability for any damage, loss, harm or injury to the person or any property of the exhibition, however caused or any of its staff, employees, agents or other representatives.
    - In the event of industrial disruption and/or equipment failure due to power supply problems, NZDA, Conference Innovators, SKYCITY, and Displayworks will not be held liable and accept no responsibility for loss of monies incurred by sponsors or exhibitors or damage to property.
    - The conference organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots, or any cause whatsoever. Exhibitors are advised to insure against such liability.
Book your package now

www.nzdaconference.org.nz
9 — 12 August 2017
SKYCITY Convention Centre,
Auckland, New Zealand

Book your sponsorship package
or an exhibition stand today.
Complete the booking form at

nzdaconference.org.nz