



# SHALLOW SURVEY 2012

6th International Conference on High-Resolution Surveys in Shallow Water

21–24 February 2012, Te Papa, Wellington

**Sponsorship and Exhibition Prospectus**



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## Introduction

Shallow Survey 2012, the 6th International Conference on High-Resolution Surveys in Shallow Water, will be held at the Museum of New Zealand, Te Papa Tongawera, in Wellington, New Zealand from 20 - 24 February 2012.

This is the next in a series of successful conferences held every four years, to explore the latest developments in shallow water surveying.

The meeting is an excellent opportunity for suppliers and service providers to have access to key professionals, such as marine surveyors, hydrographers, engineers, planners, researchers, hazard analysts and decision-makers who work in shallow water areas providing nautical charts, geophysical surveys, seabed and habitat mapping, environmental assessments, etc.

Following the tradition established for this series of conferences, a 'common dataset' will be collected in the waters around Wellington and be a feature of the conference.

Sponsorship opportunities are limited and will be allocated on a first-in-first-served basis. The earlier the sponsorship commitment is made, the greater the exposure through pre-conference publicity and advertising.

The organising committee, along with the conference hosts – Land Information New Zealand (LINZ), Institute of Geological and Nuclear Sciences (GNS Science) and National Institute of Water and Atmosphere (NIWA) – welcomes your suggestions on ways of delivering the best value for your sponsorship investment. We look forward to speaking to you soon.

# Conference Details

## Conference Dates

Pre-conference workshops will begin 8:00am Monday 20 February. The conference will officially open 9:00am Tuesday 21 February and close midday Friday 24 February. An optional workshop will take place on the afternoon of the 24th.

## Conference Delegates

More than 250 delegates from around the world are expected to attend the conference. Delegates will include key decision-makers from the following sectors:

- Nautical charting and maritime authorities
- Survey organisations and companies
- Education, science and researchers
- Defence
- Planners and policy makers – central and local government
- Mineral and petroleum industry
- Environmental agencies
- Research and rescue organisations
- Port companies

## Features of Shallow Survey 2012

- Welcome reception
- Four days of technical sessions
- Trade exhibition
- Conference dinner
- Optional workshops
- Manufacturers demonstrations
- Common dataset

## Sponsorship

The components of the conference available for sponsorship are:

- Principal sponsor
- Day session sponsor
- Conference dinner
- Handbook
- Conference satchel
- Lanyard, pocket programme, namebadge
- Welcome reception
- Lunch
- Morning tea
- Afternoon tea
- Handbook advertisement

## **Exhibition**

Exhibition stands are also available for hire. The exhibition hall will be a high traffic area where lunch, morning tea and afternoon tea will be served. Delegates will have time during breaks to talk to exhibition personnel. An official opening of the exhibition will take place on Tuesday 21 February with an evening function.

## **Workshops**

Rooms are available to host a full day or half day workshop. Please refer to page 13 for more details.

## **Contacts**

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**The options listed are indicative and other opportunities can be discussed with the Event Managers.**

# Sponsorship Opportunities

## Principal Sponsor

NZ\$10,000 + GST

### Four opportunities available

A Principal Sponsor will enjoy a high profile at the conference and maximise brand exposure to key international decision-makers.

#### Benefits:

- Acknowledgement as a Principal Sponsor of the conference
- Prime site exhibition stand (refer to floorplan on page 12), including benefits outlined in exhibition information.
- Full conference registration for two people, including welcome reception and conference dinner
- Two-minute speaking opportunity at the start of one of the conference sessions, time and date to be confirmed with the organising committee
- Recognition as a Principal Sponsor in the conference registration brochure and conference handbook
- Half-page advertisement within the conference handbook to profile your company (artwork to be provided by sponsor)
- Sponsor's logo placed on the front page of the conference website with a link to the sponsor's website
- Verbal acknowledgement as Principal Sponsor at the opening and closing address by the MC
- Sponsor's logo included on a free-standing conference sponsorship banner to be placed at the venue for the duration of the conference
- The opportunity to include promotional material (supplied by the sponsor) in the conference satchel. Limit one piece (no larger than A4 size) per satchel
- List of conference participants provided two weeks prior to the conference (excluding those who have declined permission for name publication)



## Day Session Sponsor

NZ\$3,000 + GST

Three opportunities available

### Benefits:

- Name association with all sessions throughout the day
- Two single day conference registrations
- Recognition as a day session sponsor in the registration brochure and conference handbook
- The opportunity to include promotional material (supplied by the sponsor) in the conference satchel. Limit one piece (no larger than A4 size) per satchel
- Sponsor's logo on conference website and a link to the sponsor's website
- Sponsor's logo included on a free-standing conference sponsorship banner to be placed at the venue for the duration of the conference
- Verbal acknowledgement as the day session sponsor by the MC, when introducing the sponsored session
- List of conference participants provided two weeks prior to the conference (excluding those who have declined permission for name publication)

## Conference Dinner Sponsor

NZ\$5,000 + GST

One opportunity available

The conference dinner is the social highlight of the conference.

A sponsor can be associated with a fun, well-organised event.

### Benefits:

- Naming rights to the conference dinner (for example, kindly sponsored by *sponsor's name*)
- Acknowledgement at the conference dinner by the dinner MC
- Five complimentary tickets to the conference dinner
- An opportunity to supply a company banner to be put in place for the duration of the conference dinner
- Recognition as the conference dinner sponsor on the social programme in the registration brochure and conference handbook
- The opportunity to include promotional material (supplied by the sponsor) in the conference satchel. Limit one piece (no larger than A4 size) per satchel
- Sponsor's logo on conference website and a link to the sponsor's website
- List of conference participants provided two weeks prior to the conference (excluding those who have declined permission for name publication)

## Conference Handbook Sponsor    NZ\$5,000 + GST

### One opportunity available

Your company will receive direct exposure to each delegate as the sponsor of the conference handbook. The handbook will include a detailed conference programme and abstracts of all papers presented at the conference. Due to the scientific content of the handbook, the publication has a long life, increasing sponsorship exposure.

#### Additional benefits:

- Direct exposure to each delegate as the sponsor of the conference handbook
- Prominent placement of your company logo in the handbook
- One full-page advertisement within the handbook to profile your company (artwork to be provided by sponsor)
- Full conference registration for one person including welcome reception and conference dinner
- Sponsor's logo placed on the conference website
- The opportunity to include promotional material (supplied by the sponsor) in the conference satchel. Limit one piece (no larger than A4) per satchel
- List of conference participants provided two weeks prior to conference (excluding those who have declined permission for name publication)

## Conference Satchel Sponsor    NZ\$5,000 + GST

### One opportunity available

Each delegate will collect a conference satchel upon arrival at the venue. The multi-use satchels will be of a high quality and will have a long life after the conference.



#### Additional benefits:

- Company logo featured on the conference satchel
- Recognition as a sponsor in the conference handbook
- Sponsor's logo placed on the conference website
- The opportunity to include promotional material (supplied by the sponsor) in the conference satchel. Limit one piece (no larger than A4) per satchel
- List of conference participants provided two weeks prior to conference (excluding those who have declined permission for name publication)

**Lanyard, Pocket Programme,  
Name Badge Sponsor**

**NZ\$4,000 + GST**

One opportunity available



As the sponsor of the delegate lanyard, name badge and pocket programme your company will receive direct exposure to each delegate for the duration of the conference.

**Additional benefits:**

- Company logo featured on the front of each delegate name badge and pocket programme inserted into name badge pocket
- Company logo printed on lanyard (one colour print)
- Recognition as a sponsor in the conference handbook
- Sponsor's logo placed on the conference website
- List of conference participants provided two weeks prior to conference (excluding those who have declined permission for name publication)

**Welcome Reception Sponsor**

**NZ\$3,000 + GST**

One opportunity available



**Benefits:**

- Naming rights to the welcome reception (for example, "Daily sponsored by *sponsor's name*")
- Three tickets to the welcome reception
- Acknowledgement of sponsorship at welcome reception by MC
- An opportunity to supply a company banner to be in place for the duration of the welcome reception
- Recognition as the welcome reception sponsor on the social programme in the registration brochure and conference handbook
- The opportunity to include promotional material (supplied by the sponsor) in the conference satchel. Limit one piece (no larger than A4 size) per satchel
- Sponsor's logo placed on the conference website
- List of conference participants provided two weeks prior to the conference (excluding those who have declined permission for name publication)

## Lunch Sponsor

**NZ\$2,500 + GST**

**One opportunity available**

This sponsorship opportunity covers all lunches during the conference.

### **Benefits:**

- Recognition as a sponsor in the conference handbook
- Sponsor's logo placed on the conference website
- List of conference participants provided two weeks prior to conference (excluding those who have declined permission for name publication)

## Afternoon Tea Sponsor

**NZ\$1,500 + GST**

**One opportunity available**

This sponsorship opportunity covers all afternoon teas during the conference.

### **Benefits:**

- Recognition as a sponsor in the conference handbook
- Sponsor's logo placed on the conference website
- List of conference participants provided two weeks prior to conference (excluding those who have declined permission for name publication)

## Morning Tea Sponsor

**NZ\$1,500 + GST**

**One opportunity available**

This sponsorship opportunity covers all morning teas during the conference.

### **Benefits:**

- Recognition as a sponsor in the conference handbook
- Sponsor's logo placed on the conference website
- List of conference participants provided two weeks prior to Conference (excluding those who have declined permission for name publication)



## Pre-session Coffee Cart

**NZ\$1,500 + GST**

**One opportunity available**

Delegates will appreciate fresh barista coffee from a cart throughout the morning.

### **Benefits:**

- Recognition as a sponsor in the conference handbook
- Sponsor's logo placed on the conference website
- List of conference participants provided two weeks prior to conference (excluding those who have declined permission for name publication)



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*Sponsorship is not limited to the options listed. Please contact the Event Managers to discuss alternative ways of promoting your brand.*

## Handbook Advertisement - full-page

**NZ\$1,000 + GST**

Your company will receive direct exposure to each delegate with a full-page advert within the handbook. Finished artwork to be supplied by sponsor.

### Additional benefits:

- Sponsor's logo placed on the conference website
- List of conference participants provided two weeks prior to conference (excluding those who have declined permission for name publication)

## Handbook Advertisement - half page

**NZ\$600 + GST**

Your company will receive direct exposure to each delegate with a half page advert within the handbook. Finished artwork to be supplied by sponsor.

### Additional benefits:

- Sponsor's logo placed on the conference website
- List of conference participants provided two weeks prior to conference (excluding those who have declined permission for name publication)



## Exhibition Opportunities

**SOLD OUT**

### Exhibition Space **NZ\$3,500 + GST**

The exhibition, welcome function, morning/afternoon teas and lunches will be held in Oceania, Te Papa. A floor plan is shown on the next page for your reference.

Exhibition sites are booked on a first-in-first-served basis.

#### Stand inclusions:

- Full conference registration, including welcome reception and conference dinner for two company representatives.  
A maximum of two additional exhibitors can be registered to assist on the stand at a cost of NZ\$350 per person. This charge includes: one ticket to the welcome reception, lunch and morning and afternoon tea for three days from Tuesday 21 February.
- Exhibition partitioning, 3m x 1.8m wide black wall (Velcro compatible fabric). Panels are 2.3m high
- Header board with company name in a single colour background with single colour lettering (logo excluded)
- Power board (four plugs) and two 150-watt spotlights
- List of conference participants excluding those who have declined permission for name publication
- Listing in the conference and exhibition handbook including a 50-word profile of company or products and contact details

Please see the conference website for the full list of exhibitors [www.shallowsurvey2012.org](http://www.shallowsurvey2012.org)

# Exhibition Floor Plan

Oceania, Te Papa



Please see the conference website for the full list of exhibitors [www.shallowsurvey2012.org](http://www.shallowsurvey2012.org)

# Workshop Opportunities

## Opportunities available:

### **Hosting a Workshop** **NZ\$2,000 + GST**

Workshops will take place on Monday 20 and Friday 24 February in Wellington, New Zealand.

There are opportunities for organisations to develop a full-day or half-day workshop and invite participants to an interactive, hands-on session. Venue and some audio visual will be provided, but catering is at organisation's own cost.

Please contact the Event Managers to check availability.

### **Benefits:**

- Workshop publicised in the conference registration brochure and website
- Workshop registrations accepted with conference registrations
- Full list of all registered participants provided prior to the event
- Workshop managed by professional event managers

## General Information

### Application for sponsorship, exhibition space and workshops

Applications for sponsorship, exhibition space and hosting workshops can be made using the enclosed form and should be forwarded with your first and second choice of stand(s) to the Conference Secretariat.

Upon receipt, an exhibition stand will be allocated and a written confirmation sent to you including a GST invoice for the cost of your stand. Cheques should be made payable to International Conference on High Resolution Surveys in Shallow Water 2012. Conference Innovators reserves the right to modify the floor plan to accommodate space sales or change as necessary to avoid conflicts. All applicants have the opportunity to indicate any conflicting companies when applying. Please note: publicity or promotion will not commence until payment is received in full.

The payment for the stand must be received on the 20<sup>th</sup> of the month following the original invoice date. If full payment is not received by this date the requested stand(s) allocation may not be available.

### Catering

The official opening of the Exhibition on Tuesday 21 February will be held in Oceania amongst the Exhibitors. All morning and afternoon teas and lunches will be served in the Exhibition area to encourage delegates to spend time viewing the exhibits.

### Timetable

Set up	Monday 20 February	
Exhibition open	Monday 20 February	5:30pm–7:30pm
	Tuesday 21 February	8:30am–6:30pm
	Wednesday 22 February	8:00am–5:00pm
	Thursday 23 February	8:00am–5:00pm
	Friday 24 February	8:00am–10:30am
Pack out	Friday 24 February	from 10:30am

*NB. Times are indicative only and will be confirmed in the Exhibitor Update Information, which will be available on the Conference website from February 2011.*

**Internet access**

Internet connections are available to your booth and will be chargeable to the company exhibiting. Please ensure you have an ISP (Internet Service Provider) prior to the conference.

**Electricity**

The electricity supply is 230 volts, 50 hertz. Equipment designed for different voltages will need a transformer (at own expense). Power sockets accept three flat-pin plugs.

**Conference and exhibition handbook**

Each exhibitor will be entitled to a listing in the conference handbook giving contact details and a product or company description of no more than 50 words.

**Social functions**

Additional tickets for all social functions will be available for sale to exhibitors. Further information will be provided when the registration brochure is distributed.

**General conditions**

The International Conference on High Resolution Surveys in Shallow Water organising committee reserves the right to request display amendments, to accept or refuse any application for stands and to change dates, venue and layout of exhibition.

**Insurance**

All exhibitors shall insure, indemnify and hold the Shallow Survey 2012 organising committee, Conference Innovators, and/or the host organisations harmless in respect of all costs, claims, demands, and expenses relating to any loss or damage occurred in organising or attending this exhibition. Exhibitors are responsible for any injury to persons and damage to property in the conference environment caused during the setting up, the operation of, and dismantling and removal of the exhibition.

**Payment terms**

Full payment must be received before the start of the conference. Payments may be staggered over different financial periods by agreement with the event managers. A deposit of 20% will be invoiced upon confirmation.

**Goods and Services Tax (GST)**

GST is to be added to all fees listed. GST payable will be calculated at the rate on the day of invoice. The GST rate in New Zealand is currently 15%.

# SHALLOW SURVEY 2012

6th International Conference on High-Resolution Surveys in Shallow Water

20–24 February 2012, Te Papa, Wellington, New Zealand

Good and Services Tax (GST) is currently 15%

## We are interested in the following sponsorship opportunity

- |  |                 |
|--|-----------------|
| <input type="checkbox"/> Principal Sponsor                             | <b>SOLD</b>     |
| <input type="checkbox"/> Day Session Sponsor                           | NZ\$3,000 + GST |
| <input type="checkbox"/> Conference Dinner Sponsor                     | NZ\$5,000 + GST |
| <input type="checkbox"/> Conference Handbook                           | NZ\$5,000 + GST |
| <input type="checkbox"/> Conference Satchel Sponsor                    | <b>SOLD</b>     |
| <input type="checkbox"/> Lanyard, Pocket Programme, Name Badge Sponsor | <b>SOLD</b>     |
| <input type="checkbox"/> Welcome Reception Sponsor                     | <b>SOLD</b>     |
| <input type="checkbox"/> Lunch Sponsor                                 | NZ\$2,500 + GST |
| <input type="checkbox"/> Morning Tea Sponsor                           | <b>SOLD</b>     |
| <input type="checkbox"/> Afternoon Tea Sponsor                         | NZ\$1,500 + GST |
| <input type="checkbox"/> Pre-session Coffee Cart                       | <b>SOLD</b>     |
| <input type="checkbox"/> Conference Handbook Advertisement – full-page | NZ\$1,000 + GST |
| <input type="checkbox"/> Conference Handbook Advertisement – half-page | NZ\$600 + GST   |

## We are interested in hosting a workshop

- |                                   |                 |
|-----------------------------------|-----------------|
| <input type="checkbox"/> Workshop | NZ\$2,000 + GST |
|-----------------------------------|-----------------|

## Sponsorship, Exhibition and Workshop Booking Form

We are interested in exhibiting @ NZ\$3,500 + GST **SOLD OUT**

Number of sites required \_\_\_\_\_

Preferred site number(s) First choice \_\_\_\_\_ Second choice \_\_\_\_\_

Competitors you would prefer to be located away from \_\_\_\_\_

Internet required

Organisation \_\_\_\_\_

Contact Person \_\_\_\_\_

Position \_\_\_\_\_

Postal Address \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_

Please return to Anna Burns, Conference Innovators Ltd, PO Box 7191, Christchurch 8240

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conference innovators

For further information regarding sponsorship or exhibition please contact:

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[www.shallowsurvey2012.org](http://www.shallowsurvey2012.org)