

NZMS Conference 2008

“Germs and Genomes in the Garden City”

18-21 November 2008,
University of Canterbury, Christchurch

SPONSORSHIP PROSPECTUS

Welcome

We are pleased to invite you to join us at this year's annual conference of the NZ Microbiological Society to be held in the beautiful garden city of Christchurch.

Your company will have opportunity to directly promote your products to the organisations attending the Conference through product displays and advertising.

NZMS conferences are traditionally attended by a broad spectrum of microbiologists and molecular biologists, from the food processing, industrial, clinical, government and academic institutions. Your participation will contribute to improving your business by displaying your current and new products to the largest assembly of biological scientists that will meet in New Zealand this year.

As always, we appreciate and look forward to your participation and we are just a phone call or email away should you have any queries or comments.

Please join us for another great conference

Conference Profile

Date: 18-21 November 2007

Venue: Central Lecture Block, University of Canterbury, Christchurch

Expected attendance: 125 – 200 microbiologists from throughout New Zealand.

Programme The conference commences with a welcome mixer on the evening of Tuesday 18 November and during the next three days there will be major keynote plenary presentations over a wide range of topics from both international and NZ speakers.

Conference themes include:

- Agriculture
- Biocontrol (medical, food, agriculture)
- Extremophiles & Geomicrobiology
- Food Microbiology
- Industrial and commercial microbiology
- Medical Microbiology & Infectious Disease
- Microbial Genetics
- Microbiology Education
- Water & Environmental Microbiology
- Virology

There will be mix of plenary and concurrent sessions each day. Poster sessions will also feature during the conference, and the NZMS Oration will be given on the final day.

Benefits to You – the Sponsor or Exhibitor:

- Direct promotion - Your Company will have the opportunity to promote your current and new products or services directly to those who purchase and/or use them.
- Specialist audience - You will be participating in the largest annual conference of biological scientists in New Zealand, including microbiologists, biochemists and cell and molecular biologists. They will be from industry, the health and CRI sectors and universities and other tertiary institutions
- Networking - You will renew or establish networks with a wide range of researchers and industry personnel

Conference Promotion:

The conference will be advertised through

- Assorted industry publications
- Conference Website linked from NZMS sites
- Direct communication with members and interested parties

NZMS Profile

For over 50 years the New Zealand Microbiological Society's key objective has been the improvement and diffusion of knowledge of microbiology in its widest sense within New Zealand. It also aims to improve the public image of microbiology, and to provide professional input into important microbiological issues.

The Society's major activity is its annual conference which provides a forum for communicating developments between practicing microbiologists and molecular biologists in a wide range of subjects as well as an opportunity for companies supporting this area of science to interface with the professional scientists involved.

The NZMS also has a special focus on developing the next generation of microbiologists with a variety of incentives and awards and it makes its major award to an outstanding NZ microbiologist who delivers the NZMS Oration at the conference.

Conference Venue

The Central Lecture Block is a modern lecture block nestled amongst the trees on the picturesque University of Canterbury campus. It is adjacent to many accommodation providers and is an easy travel to the airport.

The conference venue provides a large ground floor foyer that will be used for the exhibits and the daily refreshment breaks and lunches, thus ensuring maximum exposure to the displays.

You will enjoy quality catering and a top class technical programme that is being assembled for the delegates.

Conference Social Activities

Tuesday 18 November 5:00 – 7:00pm: Welcome Social and Registration.

Wednesday 19 November 5.00pm – 7.00pm: “Happy Hour” social.

Thursday 19 November 5:00 – 6:00pm: New Zealand Affiliate for Food Protection (NZAFP) social mixer.

Thursday 20 November 7.30pm – late: Conference Dinner at The Great Hall in the Christchurch CBD. This will be a fun night for all and transport is provided.

Sponsorship Opportunities

Conference sponsorship is invited in a range of categories and you can “mix and match” the specialty sponsorships as desired. The benefit to the sponsor is outlined below. Application for sponsorship must be made on the Sponsorship Application/Confirmation form and a **deposit of 20%** is required with your sponsorship booking.

In the event of multiple requests for a sponsorship type or exhibit booth the organisers will prioritise allocations based on the date the application is received and on support to previous conferences.

Cancellation - Deposits are refundable only if we are able to re-sell the activity.

Production of banners and advertising materials is the sponsor's/exhibitor's own responsibility.

PRINCIPAL SPONSOR

Gain maximum profile for your company. As a principal sponsor of the conference you will enjoy a high profile exhibit space in the exhibition hall and sponsorship of the conference bags.

BENEFITS:

Exhibit Booth

- Double exhibit booth, up to 6m wide x 1.8m deep (venue permitting) (see booth specifications)
- Gold Sponsor has priority on booth location until 31 August

Satchel

- Input into selection of conference bag
- Company logo on delegates' conference bags

Session sponsorship

- Be acknowledged as the sponsor of TWO sessions of your choice
- Display of company banner during the sessions

Registrations

- THREE registrations which include attendance at sessions, morning tea, lunch and afternoon tea each day and “Happy Hour”
- THREE complimentary Tickets to the Conference dinner on Thursday

Advertising

- ONE full A4 page (monochrome) advertisement in the Conference Handbook
- ONE insert/novelty placed in the conference satchel OR given as a seat drop during the conference
- Display of company banner during conference
- Acknowledgement on the conference website (including link to your own website)
- Acknowledgement in pre-conference advertising
- Acknowledgement during the Conference sessions (either orally or PowerPoint)
- 300 word Company profile and logo in the Conference Handbook
- Your logo on the front cover of the handbook

Cost: **Negotiable**

EXHIBITOR

BENEFITS:

Exhibit Booth

- Single exhibit booth, up to 3m wide x 1.8m deep (venue permitting) (see booth specifications)
- Second booth may be added for an additional \$ 800+gst (includes ONE extra registration and upgrades to ½ page advert)
- *Note:* Gold Sponsor has priority on booth location until 31 August

Registrations

- TWO registrations which include attendance at sessions, morning tea, lunch and afternoon tea each day and “Happy Hours”
- Opportunity to purchase TWO Tickets to the Conference dinner on Thursday at a 50% discount

Advertising

- ONE ¼ A4 page (monochrome) advertisement in the Conference Handbook (*See Specialty sponsors – Advertisers for specifications*)
- ONE insert/novelty placed in the conference satchel (*See Specialty Sponsors – Advertisers for specifications*)
- Acknowledgement on the conference website
- Acknowledgement in pre-conference advertising
- 150 word company profile and logo in the conference handbook

Cost: **\$ 1,995 + gst**

Booth specifications:

Size	Each booth is ~3m wide x 1.8 m deep x 2.3m high, but is dependent on the venue layout. A floor plan will be available for your booth selection soon
Panel style	The booth construction will be black Velcro receptive panels. Attachment using Velcro hooks is recommended, no nails or screws please. Each booth will be supplied with a back wall and either one or both side walls depending on location and customer preference.
Panel Colour	All panels will be Black though other colours may be available on request and may incur a cost to the exhibitor.
Power	1 x 10 amp power supply via a SHARED 4 pin multi box per stand (2 per double booth). <i>We recommend that you bring your own additional power boxes and extension leads.</i>
Lighting	2 x 150 watt spotlights per single stand, up to 4 lights per double booth.
Furniture	Each booth will be supplied with a complimentary trestle table, white table cloth and 2 chairs IF BOOKED. Other furniture and fittings will be offered to you directly by the booth builder.
Signage	Each booth will have a Fascia across the top front of each stand supporting one sign per single stand. The sign will be standard for all booths and will be a white background with single colour contrasting lettering. Your own logo, font and colours may be added at your cost.
Internet	Connections must be pre-booked and will be charged directly to the exhibitor

Build & Break details

Although times are still subject to confirmation it is expected that Booths will be available for exhibitors to build their displays from 1pm – 5.00pm on Tuesday 18 November or prior to morning tea on Wednesday. Breakdown will be between 1.30pm & 3.00pm Friday 21 November, or after 4.00pm that day.

Goods Delivery and Venue Access

If you wish to bring large or heavy equipment onto your booth, please first consult the Conference Manager, Rosemary, to confirm venue acceptance and suitability.

Full details for prior delivery and access will be forwarded after confirmation of your booking.

Specialty Sponsor – Delegate Lanyards

All delegates will be issued with a fabric neck lanyard which supports the name label which must be worn at all times to gain entry to the sessions or catering. These lanyards are popular for post-conference use as key holders.

BENEFITS:

- The sponsor's name/logo printed one colour on the neck lanyard (only the conference logo will be on the name labels themselves)
- Acknowledgement on the conference website & in the handbook
- One ¼ A4 page monochrome advertisement in the Conference Handbook
- One insert/novelty placed in the conference satchel

Cost: \$ 995 + gst

Number available: One

Specialty Sponsor – Internet Café

An internet café for delegate's use will be available in the venue

BENEFITS:

- Sponsor's own advertising near the computers
- Acknowledgement on the conference website & in the handbook
- One ¼ page monochrome advertisement in the Conference Handbook
- One insert/novelty placed in the conference satchel

Cost: \$ 695 + gst

Number available: One

Specialty Sponsor – Welcome Social & Registration

On Tuesday evening delegates can enjoy light refreshments while they register and catch up with old friends and meet new ones. Time 5.00 – 7.00pm.

BENEFITS:

- Exclusive naming rights to the social
- Option for your banner and/or display at the function
- Acknowledgement on the conference website & in the handbook
- Opportunity to address the guests at the social
- TWO tickets to the social
- One ¼ page one-colour advertisement in the Conference Handbook
- One insert/novelty placed in the conference satchel

Cost: \$ 995 + gst

Number available: One

Specialty Sponsor – “Happy Hour” Social

On Wednesday evening delegates can enjoy light refreshments while they network and relax at the end of the first day. Time 5.00 – 7.00pm.

BENEFITS:

- Exclusive naming rights to the social
- Option for your banner and/or display at the function
- Acknowledgement on the conference website & in the handbook
- Opportunity to address the guests at the social
- TWO tickets to the social
- One ¼ page one-colour advertisement in the Conference Handbook
- One insert/novelty placed in the conference satchel

Cost: \$ 995 + gst

Number available: One

Specialty Sponsor – New Zealand Affiliate for Food Protection social mixer

On Thursday evening the NZAFP will be holding a social mixer to meet informally with International Association for Food Protection-sponsored speaker Lee-Ann Jaykus who will be giving a brief promotional speech about the IAFP’s activities. Time 5.00 – ~6.00pm.

BENEFITS:

- Exclusive naming rights to the social
- Option for your banner and/or display at the function
- Acknowledgement on the conference website & in the handbook
- Opportunity to address the guests at the social
- TWO tickets to the social
- One ¼ page one-colour advertisement in the Conference Handbook
- One insert/novelty placed in the conference satchel

Cost: \$ by negotiation

Specialty Sponsor – Conference Dinner

The main social function of the conference is the **Conference Dinner** to be held on Thursday 20 November in The Great Hall in Christchurch CBD from 7.30pm.

BENEFITS:

- Acknowledged as a sponsor of the Dinner
- Option for your banner display at the dinner
- Acknowledgement on the evening programme/menu
- Acknowledgement on the conference website & in the handbook
- TWO tickets to the Dinner
- One ¼ page monochrome advertisement in the Conference Handbook
- One insert/novelty placed in the conference satchel

Cost: \$ 995 + gst

Number available: Two

Specialty Sponsors – Daily Refreshments

Be acknowledged as the sponsor of the refreshments (am/pm tea & lunch) for one day

BENEFITS:

- Sponsor's own advertising on or near the catering tables
- Acknowledgement on the conference website & in the handbook
- One ¼ page monochrome advertisement in the Conference Handbook OR One insert/novelty placed in the conference satchel

Cost: \$395 + gst

Number available: Three

Specialty Sponsors – Conference Session

Opportunities are available to sponsor the individual sessions at the conference

BENEFITS:

- Naming rights to the session
- Acknowledgement on the conference website & in the handbook
- Banner display during the sponsored session (banner to be provided by the sponsor).
- One ¼ page one-colour advertisement in the Conference handbook OR one insert in the conference satchel

Cost: \$ 195 + gst

Number available: Variable

Specialty Sponsors - Advertisers

OPTION (1) – Handbook adverts

A one-colour A4-size Conference Handbook containing the programme and abstracts for all the technical presentations, along with general conference information, will be published for the conference and distributed to all delegates.

Advertising space additional to that included in the above sponsorship benefits is available as follows:

¼ page one-colour advertisement

Print size: 87 mm wide x 133 mm high

Cost: \$ 155 + gst

½ page one-colour advertisement

Print size 180 mm wide x 133 mm high

Cost: \$ 225 + gst

Completed adverts in eps, tif, jpg or vector format, minimum 300dpi, are required by **10 October 2008**. Please forward to the Conference Manager, Rosemary, at evenements@xtra.co.nz

OPTION (2) – Satchel Insert Materials & Seat Drops

Advertising materials can be included in the Conference Satchel, or placed as a seat drop during the conference.

(Approximate number 150-200 tbc. Delivery details to be advised.)

Cost: \$ 155 + gst

OPTION (3) – Conference Novelty items

Novelty items may be placed in the satchels or handed out during the conference. These include pens, paper, consumables, fridge magnets, or small “Knick Knack” items, etc and are usually provided by the sponsor but please contact the Conference Manager if you would like the Conference to prepare these materials for you.

(Approximate number 150-200 tbc. Delivery details to be advised.)

Cost: No Charge

In Summary

	PRINCIPAL SPONSOR	EXHIBITOR	SPECIALTY SPONSOR
On Conference Website	Yes	Yes	Yes
Pre-conference advertising	Yes	Yes	Selected
Profile in handbook	300 word	150 word	n/a
Handbook acknowledgement	Front cover + Inside	Inside	Inside
Banner Display in Venue	Yes	No	Selected
Trade Booth	Double	Single	n/a
Registrations	3	2	0
Functions tickets	3	Discounted	Various
Advert in Handbook	Full page	¼ page	
Satchel Inserts	Yes	1	
Address to Conference	Yes	No	No
YOUR INVESTMENT	Negotiable	\$1,995 (Second booth \$800)	Variable

Contact Us

General enquiries

Conference Chairperson, Lynn McIntyre
Lynn.McIntyre@esr.cri.nz

Completed applications and administrative enquiries

Conference Manager, Rosemary Hancock
Phone 06 358 7155
Mobile 021 217 8298
Email evenements@xtra.co.nz
Fax 06 356 1687
Post PO Box 8031
Palmerston North

**NZMS Conference, 18-21 November 2008
Christchurch**

SPONSORSHIP APPLICATION / CONFIRMATION

*** Please copy for your records and return with deposit payment to ***

NZMS Conference, P O Box 8031, Palmerston North **OR** Fax: 06 356 1687

Enquiries? Phone: Rosemary 06 356 1686 OR email: evenements@xtra.co.nz

COMPANY DETAILS (or attach a business card)

Company Name – as you wish it to appear in printed materials

Contact Person

Mailing Address

Phone:

Fax:

Mobile:

Email:

Website address:

SPONSORSHIP SELECTIONS – Please complete form on next page

**PAYMENT - a 20% deposit is required with your exhibit/sponsorship booking
- balance due by 31 October**

Please select one of the following three payment options....

TOTAL DEPOSIT PAID \$ _____

EITHER: We wish to pay by Direct Credit (Bank details will be sent on request)

OR: Please Invoice Purchase Order number _____

OR: Cheque attached Payable NZMS Conference

(Sorry Credit card facilities are not yet available)

THIS SPONSORSHIP REQUEST AUTHORISED BY:

Signed:

Date:

YOUR SPONSORSHIP SELECTIONS			
YOUR COMPANY NAME:			Please advise (circle) if taking option(s)
Please indicate (✓) your choice	Sponsorship Type	Full Cost each (excl GST)	
	PRINCIPAL Sponsor	Negotiable	Full Page Advert – Yes / No Satchel Insert – Yes / No
	EXHIBITOR	\$ 1,995	¼ Page Advert – Yes / No Satchel Insert – Yes / No
	Second Booth	\$ 800	(upgrades to ½ page advert)
	Specialty Sponsor – Delegate Lanyards	\$ 995	¼ Page Advert – Yes / No Satchel Insert – Yes / No
	Specialty Sponsor – Internet Café	\$ 695	¼ Page Advert – Yes / No Satchel Insert – Yes / No
	Specialty Sponsor – Welcome & Registration Social	\$ 995	¼ Page Advert – Yes / No Satchel Insert – Yes / No
	Specialty Sponsor – “Happy Hour” Social	\$ 995	¼ Page Advert – Yes / No Satchel Insert – Yes / No
	Specialty Sponsor – NZAFP Social	Negotiable	¼ Page Advert – Yes / No Satchel Insert – Yes / No
	Specialty Sponsor – Conference Dinner	\$ 995	¼ Page Advert – Yes / No Satchel Insert – Yes / No
Wed / Thur / Fri	Specialty Sponsor – Daily refreshments	\$ 395	¼ Page Advert – Yes / No OR Satchel Insert – Yes / No
	Specialty Sponsor – Conference Session	\$ 195	¼ Page Advert – Yes / No OR Satchel Insert – Yes / No
	Advertiser – Advert ¼ page	\$ 155	
	Advertiser – Advert ½ page	\$ 225	
	Advertiser – Insert	\$ 155	
	Advertiser – Novelty	No Charge	

EXHIBITORS – please indicate your booth requirements

Option		Extra Cost?	Required?	
			YES	NO
Wall Panel colour	Black	none		
	Colour	Extra charge (tba)		
Table (~1.8m x ~0.76m)	1 per booth	none		
White table cloth	1 per booth	none		
Chairs	2 per booth	none		
Internet connection		Extra charge (tba)		
Fascia & Name board	Conference format	none		
	Own format	Extra charge (tba)		