INTERNATIONAL SOLUTIONS: AOTEAROA NEW ZEALAND'S PLACE IN A TROUBLED WORLD

CONFERENCE SPONSORSHIP PROSPECTUS



8 JUNE 2023 Pullman Hotel Tāmaki Makaurau | Auckland

TĒNĀ KOUTOU / WELCOME

The New Zealand Institute of International Affairs (NZIIA) welcomes you to our flagship Conference in Tāmaki Makaurau Auckland on Thursday 8 June 2023.

We are an independent, non-governmental organisation fostering expert discussion and understanding of international issues and emerging trends, particularly as they relate to Aotearoa New Zealand.

The Institute is a registered charitable society. Established in 1934, NZIIA encourages understanding of international issues so that New Zealanders are better informed, gain different perspectives and have greater connections to the outside world. It exists for the long-term political, social, economic and environmental wellbeing of Aotearoa New Zealand.

www.nziia.org.nz



INTERNATIONAL SOLUTIONS:

AOTEAROA NEW ZEALAND'S PLACE IN A TROUBLED WORLD

ABOUT THE CONFERENCE

The 2023 Conference **International Solutions: New Zealand's place in a troubled world** aspires to be the premier public event for international affairs in Aotearoa New Zealand. It provides a platform for experts from Government, business, academia, and non-Government organisations both from New Zealand and overseas to discuss the most important international affairs issues of our times.

The Conference theme focuses on **solutions** in international affairs, rather than simply detailing the many problems facing the world. Beneath the overarching theme, the Conference will address the following sub themes in a series of curated panels:

- Indo-Pacific competition, confrontation, or collaboration?
- Improving public understanding of international affairs
- Trade and economics repairing international commerce
- Addressing indigenous rights on an international scale
- International solutions for the climate crisis
- Digital transformations in international affairs
- New strategies for defence and security
- Where to next for multilateral and regional institutions?

The Conference will build upon the Institute's reputation for fostering expert discussion and understanding of international affairs, especially relating to New Zealand. It aims to reach the high professional standards of <u>previous NZIIA Conferences</u>, which have and contributed significantly to public discourse on international affairs, including keynote addresses from the Prime Minister, Foreign Ministers and leaders in Government, business and academia from around the world.



THE ATTENDEES

Delegates are expected to attend the Conference, from Government, business, academia, thinktanks and Non-Governmental Organisations from New Zealand and overseas. The audience will be people working in and studying international affairs (broadly defined) and includes senior executives from the private and public sectors, ministers, leading academics and more.

At the Institute's last Conference in 2021, over 350 delegates and speakers attended, including from the following organisations:

- 4RF Ltd
- Agence France Presse
- APEC Business Advisory Group (ABAC)
- Asia New Zealand Foundation
- Australia Pacific Security College
- Australian High Commission
- Australian Institute of International Affairs
- British High Commission
- Canterbury University
- Centre for Strategic Studies
- Centres of Asia Pacific Excellence
- Christchurch City Council
- Council for International Development
- Delegation of the EU in New Zealand
- Deloitte
- Department of Prime Minister and Cabinet
- Ecologic Foundation
- Embassy of France
- Embassy of Germany
- Embassy of Ireland
- Embassy of Japan
- Embassy of Switzerland
- Embassy of the Republic of Indonesia
- Embassy of the Republic of Korea
- Embassy of the United States
- Fabian Society
- G2G Generators Ltd
- GNS Science
- Grant Thornton
- Harvard Kennedy School

- High Commission of India
- Immigration NZ
- Infometrics
- Iron Duke Partners
- Lane Street Studios
- Lowy Institute
- Macquarie University
- Māori Women's Development Inc
- Massey University
- MBIE
- Ministry for Primary Industries
- Ministry for the Environment
- Ministry of Defence
- Ministry of Foreign Affairs and Trade
- Minter Ellison Rudd Watts
- New Zealand China Contemporary Research Centre
- New Zealand Defence Force
- New Zealand Herald
- New Zealand International Business Forum
- New Zealand Oceans Foundation
- New Zealand Red Cross
- NZ Bio Forestry Ltd
- NZME
- NZUS Council
- Office of the Clerk of the House of Representatives
- Onions NZ
- Opes Oceani
- OS Consulting Ltd

- Pasifika Consulting Ltd
- Pattillo Ltd
- Public Policy Institute
- Riddet Institute
- Russell McVeigh
- Stanford University
- Stuff
- Sustento Institute
- Taipei Economic and Culture Office
- Te Herenga Waka Victoria University of Wellington

- Te Papa
- United Nations Association
- University of Auckland
- University of Otago
- University of Waikato
- Volunteer Service Abroad
- Wellington City Council
- Wellington Uni-Professional
- West Dome Legal
- Westpac

The following job titles attended the previous Conference in 2021:

- Ambassador
- Assessments Manager
- Assistant Vice Chancellor
- Auditor
- Business Development Manager
- Business Partnerships Team Leader
- Chair
- Chair, Risk and Assurance Committee
- Chief Executive Officer
- Consulting Analyst
- Deputy Chief Executive
- Deputy Head of Mission
- Deputy Secretary
- Director
- Divisional Manager
- Executive Director
- First Secretary

- High Commissioner
- Lead Advisor
- Managing Director
- Minister
- Operations Manager
- Partner
- Prime Minister
- Principal Policy Advisor
- Professor
- Senior Analyst
- Senior Communications and Marketing Advisor
- Senior Economist
- Senior Lecturer
- Senior Policy Officer
- Trade and Investment Officer

- **BENEFITS TO YOUR ORGANISATION:**
- Exposure to senior decision makers in business, Government, tertiary education and non-Government Organisations
- Encourage expert discussion, understanding and the formation of solutions for the most pressing international issues facing Aotearoa New Zealand

Cenerate brand awareness and organisational profile

- Showcase products or services, including via exhibition space
- Demonstrate thought leadership, including via white papers or audio-visual materials delivered directly to delegates

SPONSORSHIP OPPORTUNITIES

Sponsorship packages	Gold sponsor	Silver sponsor	Panel sponsor	Exhibitor
Maximum number of sponsors	3	4	8 (max of 1 speaker per panel)	
Sponsorship amount required (NZ\$ exc GST)	\$30,000	\$20,000	\$10,000	\$3,500
Exhibition booth size (optional)	6m x 2.5m	3m x 2.5m	2.5 x 2.5m	2.5m x 2.5m
Number of complimentary tickets to the Conference	6	4	1	1
Opportunity to purchase additional Conference tickets at the discounted NZIIA member rate.	1	√	√	 Image: A start of the start of
 Sponsor name and logo to feature prominently on Conference: Website Advertising Material Pull Up Banner Conference App Note: Logo size and placement based on Sponsorship level – Gold will appear the largest, silver slightly smaller and panel sponsor logos will only be applied to information about specific panels. Only sponsorship which is agreed before going to print (29/05/2023) will be included. Finished artwork is to be provided by the sponsor. 				
Sponsor name and logo to appear on Conference slides during the event	\checkmark	√		
Sponsor name and logo to appear on the panel discussion slide			1	
Partner message of 250 words included in the event programme (text to be supplied by the sponsor and subject to approval by NZIIA)				
Freestanding banner to be placed in the plenary room (banner to be supplied by the sponsor)	1			
Option to propose a keynote speaker for a 45 minute presentation (nb. final decisions on Conference content are made by NZIIA. Charges relating to providing a speaker are at sponsor's additional cost).				

SPONSORSHIP OPPORTUNITIES CONT.

Option to propose a panel speaker (nb. final decisions on Conference content are made by NZIIA. Charges relating to providing a speaker are at sponsor's additional cost).		1	1	
Vox pop film interview of organisation's spokesperson to appear on the Conference highlights reel – posted on Conference website and NZIIA social media feeds including YouTube. Content subject to final approval by NZIIA.				
A push notification to all attendees via the Conference App. This includes a logo/ image, a short statement and a hyperlink to be provided by sponsor (for example, links to Whitepapers, product/service information etc).	3	2	1	
Public acknowledgement of support in Conference speeches by the Chair and Executive Director.	<i>✓</i>	1		
Social media posts which recognise Conference sponsorship on NZIIA social media channels, using pre-agreed content, links and imagery etc. To include Twitter, LinkedIn, Facebook and Instagram	3 on each NZIIA channel	2 on each NZIIA channel	l on each NZIIA channel	
Advertising on the Conference App Rotating Banner visible along the base of he Conference App. Final Artwork to be provided by sponsor. *Subject to approval by NZIIA	3	2	1	
Complimentary institutional membership of NZIIA for the 2023 calendar year (if not already a member). Benefits include exclusive event invites and complimentary or heavily discounted tickets to other paid-for events; copies of New Zealand International Review.				



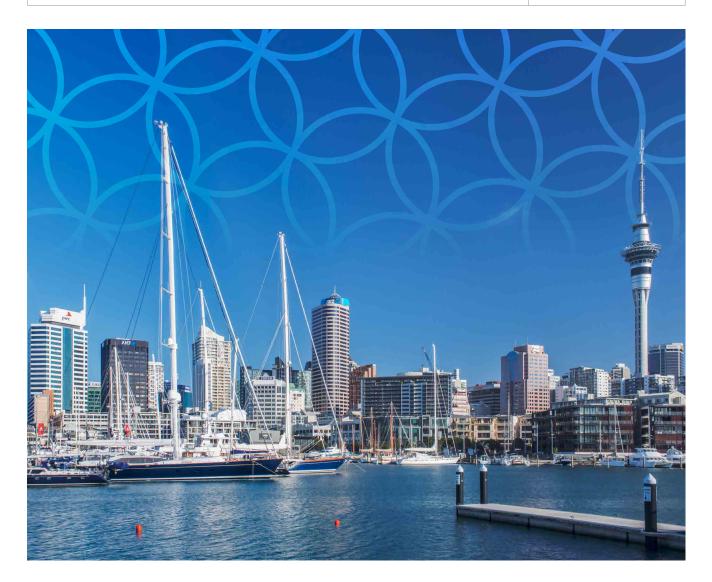
ADDITIONAL SPONSORSHIP OPPORTUNITIES

In addition to the Gold, Silver and Panel Sponsorship Packages, there are a wide variety of additional opportunities to associate your organisation with the Conference through the following functions and items.

All amounts are quoted in New Zealand Dollars and exclude GST. All signage, banners and finished artwork must be provided by the sponsors by the agreed deadline.

	Amount NZ\$ exc GST
SPEAKER TRAVEL COSTS Cover/contribute to the costs of keynote or panel speakers to attend from overseas. Sponsors will be recognised on the website and Conference app in reference to that speaker's session, and in the introduction for that speaker's session.	\$5,000 per speaker
POST-CONFERENCE NETWORKING FUNCTION All Conference attendees are invited to a networking function at the conclusion of the Conference (8 June). The sponsor would get recognition on the Conference website and app and signage in the room during the networking function.	\$5,000
PRE-CONFERENCE VIP DINNER ON 7 JUNE Conference speakers and other VIPs would be invited to a dinner on the evening before the Conference at a restaurant in central Auckland. The dinner sponsor would get input into the guest list and an opportunity to address the guests.	\$6,000
 CONFERENCE LUNCH Lunch breaks are an integral part of the Conference networking and provide an additional opportunity for delegates to be informed. Benefits of sponsoring a lunch break include: Your sponsorship will be acknowledged via the Conference App and website Your signage or freestanding upright banner will be displayed prominently in the lunch area 	\$2,500
 POWER BANKS/POWER BOARDS Opportunity to provide each delegate with a branded power bank/ power board to recharge their phones. They often need these as they are constantly on their phones discussing the Conference via the App: You will provide a power bank for each delegate. Your sponsorship will be acknowledged via the Conference App and website. 	\$2,500
 CONFERENCE NAME BADGES AND LANYARDS Benefits of sponsoring the name badges and lanyards: Your company name and logo displayed prominently on these items Your sponsorship will be acknowledged via the Conference App and website. 	\$2,500

	Amount NZ\$ exc GST
 WATER BOTTLE SPONSOR Benefits for sponsoring water bottles for the Conference: Branded water bottles for all attendees. To be environmentally friendly, there will be water coolers around the venue for refilling. 	\$2,500
 BARISTA COFFEE MACHINE Benefits of sponsoring the Barista are: Your signage or banner will be prominently displayed by the coffee machine Your sponsorship will be acknowledged via the Conference App and website. Reusable cups preferred otherwise eco-friendly branded coffee cups at an additional cost to the sponsor 	\$4,000
SPONSORED NEWS A push notification to all attendees via the Conference App (for example white papers). This includes a logo/image, a short statement, and a hyperlink to be provided by sponsor.	\$500



EXHIBITION BOOTH DETAILS

Sponsors are welcome to exhibit products and services in dedicated exhibition space throughout the Conference. Emphasis will be placed on ensuring that Conference attendees frequently visit the exhibition area. The exhibition floor will ensure good visibility, access to all stands and maximum foot traffic. To help ensure this, catering will be served at strategic points throughout the exhibition area.

Pack in for exhibitors: in due course

Please refer to the sponsorship package entitlements for the appropriate exhibition booth size for each of the options available.

INCLUSIONS

- Cotanorm Panels (number of walls depend on your position on the floor plan)
- 2 x 150-watt spotlights per stand
- Standard company name sign
- 1 x mini trestle table
- 1 x 10 amp 4-way power supply per stand
- 2 x padded stacker chairs



EXHIBITION FLOORPLAN

Floorplan is to be advised in due course.

SPONSOR AND EXHIBITOR TERMS AND CONDITIONS

By confirming your sponsorship or exhibition at the New Zealand Institute of International Affairs (NZIIA) Conference 2023, and paying a fee (Sponsorship/Exhibition Fee), you (the Sponsor/Exhibitor) are entering into an Agreement with NZIIA and agree to the following terms and conditions:

GENERAL TERMS AND CONDITIONS

1. Confirmation of the Sponsorship or Exhibition

- 1.1 All Bookings must be made using the NZIIA Conference Application Form and will be confirmed within 3 business days via a confirmation e-mail.
- 1.2 Subletting of space will not be permitted.
- 1.3 NZIIA reserves the right of refusal of any application.

2. Payment Terms

- 2.1 The full cost of sponsoring or exhibiting will be invoiced once the confirmation form is received.
- 2.2 Payment is required by the 20 of the month following the invoice OR prior to the start of the conference, whichever is sooner. Sponsors and Exhibitors may be refused entry to the Conference if funds are not received by the Conference Pack-in Day.
- 2.3 All monies are to be paid in New Zealand dollars (NZ\$).
- 2.4 If payment is not received, the Sponsorship or Exhibition may be cancelled and the Sponsor or Exhibitor will be liable to pay penalty interest of 4.5% per calendar month. The sponsor/ exhibitor will also indemnify NZIIA from and against all legal costs and disbursements for collection of outstanding debt calculated by a solicitor, including all debt collections costs.
- 2.5 The Sponsorship/Exhibitor Fee does not include insurance, cleaning, loading and handling of equipment, staff, telephones, exhibit equipment, or company advertising or promotional material.
- 2.6 The exhibitor entitlements begin once payment has been received.

3. Cancellations

- 3.1 All cancellations must be submitted in writing and sent to Marleen Goedhart at events@iconevents.co.nz
- 3.2 No refunds are granted after 1 May 2023.
- 3.3 In the event of an Act of God, natural disaster, fire, rain, wind storm, pandemic, or any other unforeseen event or catastrophe, NZIIA will work with you to transfer your sponsorship to the following years event, or to calculate a refund of all/partial funds where available. All refunds are at the discretion of NZIIA.

4. NZIIA's Right of Termination

- 4.1 NZIIA shall have absolute discretion to give notice in writing to cancel the Conference and/or to terminate the Sponsorship or Exhibition.
- 4.2 Where the Conference is cancelled, and/or the sponsorship, NZIIA shall not be liable whatsoever for any expenditure or liability for loss, including consequential loss, incurred by the Sponsor/Exhibitor.

5. Liability and Insurance

- 5.1 By completing and submitting the confirmation form, the Sponsor/Exhibitor agrees to indemnify and hold harmless NZIIA from all claims, demands, damages, and liability of any kind, including loss, damage or destruction of property, breach of contract, injury, negligence, abuse or wilful misconduct on the part of any party.
- 5.2 Neither NZIIA nor the Conference provides insurance for the benefit of Sponsors or Exhibitors.

Exhibitors who wish to carry insurance on their property or for any other purpose must do so at their own expense.

6. Privacy

- 6.1 NZIIA will comply with the Privacy Act 1993. In the course of this Agreement the Organising Committee may collect personal information. Information collected will only be used for the purposes of conducting the Conference or for communicating with attendees after the Conference has concluded (where communications are by electronic means NZIIA will only communicate with those persons who have consented to receiving commercial electronic messages from NZIIA).
- 6.2 Personal information will only be kept for as long as it is required to conduct Conference business. We will only pass your information to official third party contractors, conference attendees and NZIIA for the purpose of assisting you with your Sponsor/Exhibition participation. We take all reasonable steps to ensure that information (including personal information) collected by NZIIA is securely stored and protected.
- 6.3 Persons have the right to access and request correction of their personal information held by us. Requests to access and or request correction of personal information should be sent to NZIIA at the address provided at the front of this Agreement.

7. General

- 7.1 These terms and conditions are governed by the laws of New Zealand.
- 7.2 Alterations to terms and conditions: NZIIA reserves the right to alter these terms and conditions at any time and for any reason.
- 7.3 NZIIA may at any time in the interests of the good management or safety of the Conference, introduce further Terms and Conditions to this Agreement as they may, in their discretion think fit.
- 7.4 If any part of this Agreement is found to be invalid or
- 7.5 of no force or effect under the law, the Agreement shall be construed as though such part had not been inserted herein, and the remainder of this Agreement shall remain in full force and effect.
- 7.6 The description headings to these Terms and Conditions are merely for reference and do not form part of the Agreement between parties.

EXHIBITION TERMS AND CONDITIONS

8. Allocation of Booths

- 8.1 Booths will be allocated the highest level of sponsorship first, then on a 'first come, first served' basis.
- 8.2 NZIIA reserves the right to amend the floorplan or alter the exact location of the booths within the floor plan. To accommodate sales, NZIIA will endeavour to consult with the exhibitorswho are directly affected whenever possible and the Sponsor/Exhibitor undertakes to agree to such alteration(s).

9. Booth Specification

9.1 Booth Size:

Gold: 6m x 2.5m Silver: 3m x 2.5m Panel: 2.5m x 2.5m Exhibitor: 2.5m x 2.5m

- 9.2 Booth Inclusions:
- Octanorm panels
- 2 x 150 watt spotlights per stand
- Standard company name sign
- 1 x mini trestle table
- 1 x 10 amp 4-way power supply per stand
- 2 x padded stacker chairs

10. Pack IN and Pack OUT

- 10.1 Pack IN: TBC. Due to Health and Safety requirements Exhibitors will not be granted access to the exhibition area prior to this time.
- 10.2 Pack OUT: Thursday 8 June, after the networking function, approx. 6.30pm TBC.
- 10.3 You may not dismantle your booth until after the Conference closes; Exhibitors must not disrupt the Conference by dismantling early.
- 10.4 There is NO storage space at the conclusion of the event. ALL boxes and equipment must be removed prior to 6.30pm or networking close.

11. Exhibitor Obligations

- 11.1 It is the Exhibitors responsibility to educate attendees about the industry/product/service they represent in the most positive, competent, articulate and professional manner possible. Business casual attire is appropriate (we recommend wearing comfortable shoes).
- 11.2 Alcohol, illegal drugs, smoking, disruptive and/or disrespectful behaviour are prohibited.
- 11.3 Registration: All Exhibition staff must register and pay the appropriate fee to attend the Conference. Non registered staff may be refused entry to the Conference.
- 11.4 No "Booth Buddies": Booth Buddies are people (family, friends, business partners, colleagues, associates, etc.) who are not signed up to exhibit at the Conference but base themselves at or near the Exhibitor's booth with the intention of selling products or services. Booth Buddies are not permitted at the Conference.
- 11.6 General: The Exhibitor must ensure that:

(a) the booth is fully staffed and continually kept open throughout the course of the Conference hours;

- (b) walkways are kept clear at all times;
- (c) the space is kept clean and tidy and free from rubbish at all times;

(d) business is conducted in an appropriate manner from the booth considering the Venue, Organising Committee, other Exhibitors and visitors.

- 11.7 Arrangement of displays: The Exhibitor is required to arrange his/her/its displays so as to not obstruct the general view or conceal other exhibits. No signs or banners are to be placed outside of the booth assigned to each Exhibitor.
- 11.8 Disturbance: Loud speakers, radios, televisions, Wi-Fi broadcast equipment or the operation of any machinery or equipment which is of sufficient volume to be distracting to neighbouring Exhibitors or Conference attendees are not permitted. Public address systems used to attract the attention of visitors passing near the Exhibitor's booth are also not permitted.
- 11.9 Displaying Products: If the Exhibitor is displaying products or any material which is determined, in the Organising Committee's discretion, to be inappropriate, including, for example, materials that are offensive, disparaging or discriminatory, they will be asked to remove its products or exhibit.
- 11.10 Materials and Packing: All materials used in the exhibition must be non-flammable and nonconforming materials must be removed immediately from the Venue. All packing containers are to be removed from the exhibition floor.
- 11.11 Couriers and transportation of equipment etc. The Exhibitor is responsible for arranging couriers and transportation of exhibition equipment and exhibits to and from the Conference.
- 11.12 Responsibility for loss/damage if caused: The Exhibitor will be solely responsible for the cost of remedying any damage and repairs whoever caused to the venue carpet, walls, floor and all property damaged or destroyed by an Exhibitor must be replaced to its original condition at the expense of the Exhibitor.

12. Health & Safety Obligations

- 12.1 All exhibitions must meet the current Health & Safety at Work Act 2015.
- 12.2 Exhibitors must, at all times, comply with the venues regulations and policies including for example a strict no smoking rule and any other laws applying to the venue.
- 12.3 The Exhibitor will abide by, and notify its employees, agents, contractors, subcontractors, invitees and licensees of the Venue's health and safety plans. Exhibitors must comply with all reasonable direction of the Venue Operator.
- 12.4 The Exhibitor shall not bring into the venue any dangerous goods, except with the prior written approval of NZIIA. The Exhibitor shall at all times comply with all statutory requirements as to safety, including without limited the generality of the foregoing, the storage and handling of dangerous goods. All exhibits must be properly protected to avoid danger to any person.

13. Failure to Perform

13.1 In the event of the Exhibitor being unable or unwilling to comply with or otherwise breaching this Agreement, NZIIA may terminate the Agreement by giving notice in writing. Thereafter, the Organising Committee may retain any payment made by the Exhibitor under this Agreement as liquidated damages and the Exhibitor shall be prohibited from occupying the booth or providing the sponsorship and shall immediately remove their exhibits from the Conference, in accordance with NZIIA's instructions, provided that NZIIA may remove such exhibits and despatch them to the Exhibitors' address as stated on this Agreement. NZIIA shall be under no liability for the loss or damage of such exhibits in transit and the cost of such removal and despatch shall become a debt due by the Exhibitor to the Organising Committees.

14. Security

- 14.1 The building will be locked overnight when the building is unattended.
- 14.2 The Exhibitor is responsible for its own property:

The property of the Exhibitor is deemed to be under its custody, control and oversight at all times, including in transit to and from the Conference and within the confines of its booth. The booth, materials, displays and equipment should not be left unattended at any time. The Exhibitor is wholly responsible for the security of its materials during set up, conference hours and pack out/ dismantling.

ACCEPTANCE

The Sponsor/Exhibitor has read the terms and conditions and understands that this agreement is legally binding between NZIIA and the Sponsor/Exhibitor.

APPLICATION FORM TO SPONSOR OR EXHIBIT AT THE NZIIA CONFERENCE

Complete and email this form to: Icon Conference and Event Management Ltd at events@iconevents.co.nz A tax invoice will be supplied. Organisation: Exhibition booth name (Fascia name): Main point of contact: Job Title: Email: Phone number: Additional contacts (Name and email): Please confirm my booking for: Gold Sponsor (\$30,000 exc. GST) Silver Sponsor (\$20,000 exc. GST)

Exhibitor (\$3,500 exc. GST) Would you like a physical booth at the Conference? Yes No

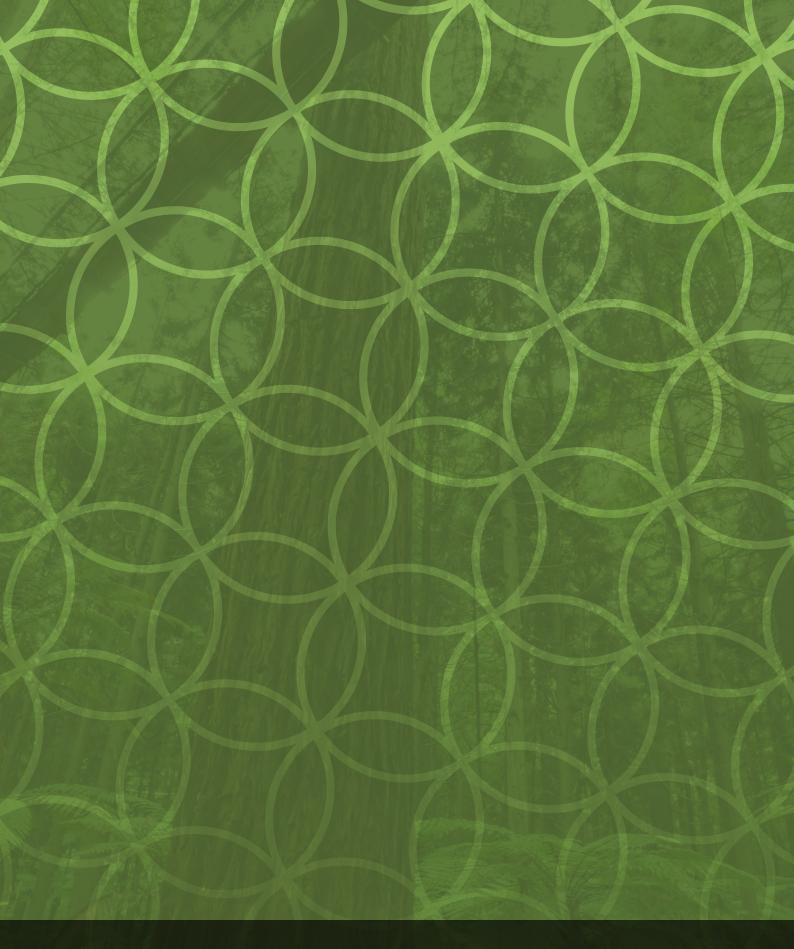
Panel Sponsor (\$10,000 exc. GST)

Additional Opportunities:

Speaker Travel Costs (\$5,000 exc. GST) Post-Conference Networking Function (\$5,000 exc. GST) Pre-Conference VIP Dinner (\$6,000 exc. GST) Conference Lunch (\$2,500 exc. GST) Power Banks/Boards (\$2,500 exc. GST) Conference Name Badges/lanyards (\$2,500 exc. GST) Water Bottle (\$2,500 exc. GST) Barista Coffee Machine (\$4,000 exc. GST) Sponsored News (\$500 exc. GST)

Payment method:

Invoice	Credit card (We will contact you by phone for your credit card details)
Invoice Details (if requi	red)
Postal Address:	
City:	Country:
Purchase Order Number	
Signed on Behalf of Con	ipany
Name:	Job Title:
Signature:	Date:





FOR FURTHER INFORMATION

or to discuss your sponsorship or exhibition needs, please contact Marleen Goedhart, Icon Conference and Event Management Ltd. on +64 (9) 930 6934 or events@iconevents.co.nz or Hamish McDougall, Executive Director of New Zealand Institute of International Affairs on 021 512 907 or hamish.mcdougall@vuw.ac.nz