



XI International Symposium on Kiwifruit

SPONSORSHIP PROSPECTUS

OVERVIEW

We warmly invite you to join us as a sponsor for the Eleventh International Symposium on Kiwifruit (Kiwi2024) to be held from the 20th – 24th February 2024 in Tauranga, New Zealand. This conference will be co-hosted by Plant & Food Research and Zespri in association with the International Society for Horticultural Science (ISHS).

Kiwifruit are grown in more than 30 countries around the world, with production increasing every year. Kiwifruit were introduced into New Zealand in the early 1900s and have grown to be one of the country's leading horticulture exports. Accompanying the growth of the industry has been the growth of internationally renowned science expertise to allow successful growing and delivery of top class kiwifruit around the world. The symposium will cover a range of *Actinidia* species across a range of disciplines including breeding, vine and fruit physiology, pests and diseases, post-harvest, sustainability and technology.

New Zealand is the Kiwi of Kiwifruit and we would like to welcome you to experience a unique experience of how science and industry can work together. The XI ISHS International Symposium on Kiwifruit will showcase the leading kiwifruit science from around the world as well as industry insights to showcase how great science can translate to smarter industry.

CONTACT PLANT & FOOD RESEARCH

120 Mt Albert Road

Sandringham

Auckland 1025

events@plantandfood.co.nz

WEBSITE

[Kiwifruit 2024](#)



MAJOR SPONSORSHIP PACKAGES

	Platinum NZ\$9,000 1 ONLY	Gold NZ\$7,000 2 ONLY	Silver NZ\$5,000 3 ONLY	Bronze NZ\$3,000 4 ONLY
Acknowledgement	SOLD	2 SOLD	2 SOLD	1 SOLD
Acknowledged at the opening/closing sessions	✓	✓	✓	✓
Logo & Name Inclusions				
Logo on the conference website with link to sponsors website	✓	✓	✓	✓
Logo to be displayed on the sponsors slide shown during the conference	✓	✓	✓	✓
Logo featured on all conference e-newsletters	✓	✓		
Conference Handbook				
Advertisement in Conference Handbook (hardcopy - artwork to be supplied by sponsor)	Full page Colour	½ Page Colour	¼ Page Colour	
Company logo included in handbook.	✓plus profile	✓	✓	✓
Trade Exhibition / Sponsors Table				
3m x3m space only provided – sponsors to supply own display materials	✓	✓		
Promotional Material (supplied by sponsor) placed on the sponsors giveaway table	✓ 2 pieces	✓1 piece	✓1 piece	✓1 piece
Conference Registrations				
Complimentary registrations	4	3	2	1
Promotional Video				
35 sec video played during session (session to be confirmed)	✓			
Note: All prices quoted are in New Zealand dollars and exclude GST.				

ADDITIONAL SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION – NZ\$3,500 – ONE ONLY - **SOLD**

- Exclusive naming rights to the Welcome Reception
- Banner displayed at the Welcome Reception
- Opportunity to talk for 5 minutes during the Welcome Reception
- Logo included in the programme
- Logo on conference website with a link to your homepage
- Opportunity to place 1 item of marketing material on the 'Sponsors Marketing Table'

WORKSHOP SPONSOR – NZ\$2,000 - **2 SOLD – Fully subscribed**

- Exclusive naming rights to the sponsored workshop
- Logo displayed at the start of workshop and acknowledged by chair
- Logo included in the programme
- Acknowledgment on sponsors slide
- Logo on conference website with a link to your homepage
- Opportunity to place 1 item of marketing material on the 'Sponsors Marketing Table'

SPONSORS MARKETING TABLE – NZ\$750

- Opportunity to place 1 item of marketing material on the Sponsors Marketing Table
- Acknowledgement as a sponsor in the conference handbook
- Acknowledgment on sponsors slide
- Logo on the conference website by marketing material with a link to your homepage and/or contact person

INTERNATIONAL KEYNOTE SPEAKERS – NZ\$2,500 - **1 SOLD**

- Naming rights to the sponsored keynote's session
- Acknowledgement as a sponsor in the conference handbook
- Opportunity to introduce the speaker
- Acknowledgment on sponsors slide
- Logo on conference website with a link to your homepage
- Opportunity to place 1 item of marketing material for 'Sponsors Marketing Table'

DAILY CATERING SPONSOR (MORNING TEA/LUNCH/AFTERNOON TEA)
ONE PER DAY – 3 DAYS - \$500 Per Day Day **3 SOLD**

- Exclusive naming rights to the days catering
- Logo and acknowledgement of that days sponsorship on catering tables
- Acknowledgement by MC on the day of the sponsorship
- Logo included in the programme
- Logo on conference website with a link to your homepage
- Opportunity to place 1 item of marketing material on the 'Sponsors Marketing Table'

YOUNG MINDS - STUDENT POSTER PRIZE (\$500) AND STUDENT
SPEAKER PRIZE (\$500) - NZ\$1,000 (1 ONLY) **SOLD**

- Opportunity to present the prizes
- Logo on the conference website with a link to your homepage
- Acknowledgement as a sponsor in the conference handbook
- Acknowledgment on sponsors slide

ADVERTISING IN CONFERENCE HANDBOOK (Hardcopy)

A4 page full colour advertisement in conference handbook	NZ\$500
½ A4 page full colour advertisement in conference handbook	NZ\$250
¼ A4 page full colour advertisement in conference handbook	NZ\$125

Please contact events@plantandfood.co.nz if you have any queries

DINNER SPONSOR NZ\$5,000 **SOLD**

- Exclusive naming rights to the conference dinner
- Logo on conference dinner menus
- Opportunity to make a welcome speech at the conference dinner (maximum of 5 minutes)
- Company banners (x2) prominently displayed at the dinner (provided by sponsor)
- One complimentary registration including dinner
- Logo on conference website with a link to your homepage
- Acknowledgement as a sponsor in the conference handbook
- Acknowledgment in all plenary session on sponsors slide
- Opportunity to place one item of marketing material or a promotional item on the Sponsors Giveaway Table – marketing material will also be uploaded on line

EXHIBITION OPPORTUNITIES

EXHIBITION SPACE NZ \$1,500 **3 SOLD**

- 150 word company listing in the conference handbook
- Logo on website with link to your homepage
- 3m x 2.4m space – exhibitor to bring their own free standing display
 - one trestle table and two chairs supplied on request
- Two Exhibitor Passes – includes:
 - Attendance at the welcome reception
 - Morning tea, lunch and afternoon tea
 - Name badge for registrant

EXHIBITION TABLE NZ \$750 **1 SOLD**

- 150 word company listing in the conference handbook
- Logo on website with link to your homepage
- One trestle table and two chairs supplied
- One exhibitor pass - includes:
 - Attendance at the welcome reception
 - Morning tea, lunch and afternoon tea
 - Name badge for registrant

TAILORED PACKAGES

We would be delighted to assist in the development of a tailored package for your company if none of the listed opportunities suit your promotional activities.

If you would like to discuss a tailored sponsorship package please do not hesitate to contact Yvonne McDiarmid, Events & Operations Manager, Plant & Food Research, yvonne.mcdiarmid@plantandfood.co.nz or (+64) 09 925 7042

If you would like to become a sponsor of **Kiwifruit 2024** please complete the Sponsorship Acceptance Form at the end of this document and email to yvonne.mcdiarmid@plantandfood.co.nz



GENERAL INFORMATION

All prices quote are in New Zealand dollars and are exclusive of 15% GST.

Sponsors will be informed of all deadlines for the provision of information or materials through regular email updates and the conference website. The deadlines for delivery or supply of materials, information or artwork are not negotiable. In the event that materials, information or artwork required by Conference Logistics are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded in this circumstance.

The acceptance of the application shall be at the discretion of the organisers, and upon acceptance, becomes a contract. By completing and signing the application, the undersigned agrees to comply with, and be subject to, the terms and conditions plus cancellation policy contained in this document. The organisers reserve the right to refuse or deny any application.

Terms & conditions

1. All sponsorships are non-exclusive and non-negotiable. Sponsorship will be allocated on receipt of the signed application form and deposit.
2. Application for sponsorship must be made in writing using the designated application form. Confirmation will be provided to confirm the booking, together with a tax invoice for the full amount.
3. Cheques should be payable to the Plant & Food Research and must be drawn in New Zealand dollars. All monies must be received prior to the event. No company will be listed as a sponsor or exhibitor in any convention material until full payment and an application form have been received by the organisers.
4. The organisers, at its discretion, shall have the right to postpone or cancel the conference and shall be liable in no way for losses resulting from such delay or cancellation.

Cancellation policy

In the event of cancellation, an administration fee of \$50 will apply prior to November 31st 2023. No refunds on sponsorship will be made for cancellations received after this date. Refunds on exhibition area will only occur if the booth is resold. Cancellations must be made in writing and forwarded to the Convention Secretariat.

Liability

The organisers will not be liable and makes no guarantee of the number of visitors to the Marketing table. Equally the organiser will not be accountable for the level of commercial activity generated.



SPONSORSHIP ACCEPTANCE FORM

Contact Name: _____

Company Name: _____

Postal Address: _____

Telephone No: _____ Mobile No _____

Email: _____

Sponsorship required: _____

Cost: _____ Signature: _____

I have read, understood and agree to the terms and conditions and cancellation policy as stated in the Sponsorship Prospectus. Please tick.

Return to:

Events & Operations Manager

Plant & Food Research

Private Bag 92169

Auckland 1142, New Zealand

Email: Yvonne.mcdiarmid@plantandfood.co.nz

Fax: +64 9 925 7002

Tel: +64 9 925 7042

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