

PARTNER WITH US!
LIANZA Sponsorship Opportunities



LIANZA
Te Rau Herenga O Aotearoa

Introduction

We're excited to work with you. As the peak body of the Library and Information community in Aotearoa New Zealand we're taking a leadership role to support the future of libraries. We'd love to have your involvement!

We want to help you realise your business goals while ensuring that our professional community thrives – so how can we do that?

- **Connect you to the sector**

Through our many and varied events, from our two yearly conference, to our weekend schools, to our journal clubs, we can put you in front of the sector.

- **Extend your reach**

Our many and varied publications and member communications allow us to get your key messages out to the sector.

- **Providing training on your resources, equipment, and services**

We've used our webinars and online training to deliver tips and tricks on a whole range of topics relevant the sector. This is a win/win as our members are upskilled and they're making better use of your products.

- **Showcase your expertise**

Through our blog, webinars, and monthly magazine we can highlight the expertise you hold in relation to the sector building confidence in your products and services.

We've got a lot of ways you can partner with us, you can pick a sponsorship level, cherry pick a single opportunity, stick to the tried and true conference, or give us a call and we'll craft a package JUST for you!



Our conference is at Addington Racecourse in Christchurch from September 24 to 27, 2017.



Conference Participants

LIANZA 2017 will bring together the biggest gathering of library and information professionals in New Zealand. Participants will include decision-makers, managers, government officials, publishers, archivists, curators, librarians, librarian assistants, and game changers in the technology industry. We expect over 500 cross-discipline delegates from across New Zealand and internationally.

As a profession, New Zealand librarians serve over 2.4 million individuals, with a combined budget of over \$400 million. Attending LIANZA enables you to network with key stakeholders throughout the sector. The conference gives exhibitors and sponsors an incredible opportunity to share and promote your products and services with an audience of leaders.

The Venue: Addington Events Centre

Initially developed in the 1930's to host harness racing events, Addington has expanded its facilities over the decades and is today one of the city's leading venues. Situated just minutes from the Christchurch CBD the size and scope of Addington's facilities allows them to accommodate trade shows, expos, meetings, dinners, weddings and most inporantly, conferences!



Conference Sponsorship Opportunities

We would like to invite you to contribute to the successful organisation of LIANZA Conference 2017. All sponsors and exhibitors will be acknowledged based on the value of their support. The following sponsorship opportunities are available, but if you have an idea for something different, come and talk to us as we're open to your creative suggestions! Please note that sponsors will be given priority during the stand allocation process.

Platinum LIANZA Partner: \$25,000

Te Pou Ariki: Maungakiekie

We are delighted to announce that our *Platinum Partner* is Open Polytechnic.

Open Polytechnic is proud to be a platinum partner of the 2017 LIANZA Conference.

It is an exciting time for the library and information profession. There are collaborative projects happening across the sector, as well as a growing number of opportunities for information professionals to support the quality of life and wellbeing for all New Zealanders.

Libraries have a vital role to play in connecting people to information and ideas, promoting lifelong learning, strengthening the changing needs of diverse communities, as well as underpinning the research and business success of the nation.

Open Polytechnic is proud to provide a pathway into this vibrant profession in its role as the main tertiary provider of undergraduate library and information studies qualifications. These qualifications range from introductory level certificates and diplomas to degrees majoring in library and information studies.

As New Zealand's specialist provider of online and distance learning, the Open Polytechnic is one of the major educators of New Zealand's current workforce, enrolling around 900 library and information students nationwide each year. The majority of Open Polytechnic learners study part-time, fitting their studies around work, family and other commitments.

For more information head to: <http://www.openpolytechnic.ac.nz/qualifications-and-courses/information-and-library-studies/>

Gold LIANZA Partner: \$18,000

He Pou Tipuna: Maungauika

- **Keynote Speaker**

Be aligned with one of our fantastic keynote speakers. You'll get to network directly with the speaker, and we'll make sure you have a presence in front of all delegates during your speaker's keynote session.

- **Mobile App**

New Zealand Micrographics Service is our *Mobile App Sponsor* for 2017 and we're delighted to be working with them again.

- **Conference Gala Dinner**

The Conference gala dinner is the most anticipated social event at LIANZA Conference. It's a chance for everyone to let their hair down, and a great place to continue conversations with a drink in hand! By securing the Gold package early, you have the opportunity to be included in the planning phase of this premier event – if you want disco balls, you'll have disco balls! Or you can leave the planning and décor up to us – the choice is yours!

Silver LIANZA Partner: \$10,000

He Pou Rangatira: Maungarei

- **Lanyard, Pocket Programme and Name Badge**

If heightened brand exposure is important to you, you'll want the Silver as it gets you direct exposure to each delegate for the duration of Conference. They can't step into the exhibition without their name badge branded with your logo!

- **WIFI**

80% of our delegates are connected wirelessly at Conference – partner with LIANZA to deliver the wireless service at the event. With your company name as the password no-one will ever forget you

- **Note pad and pen**

Keep your brand in front of our delegates at Conference, and once they return home.

- **Welcome reception**

It isn't Conference without the welcome reception to kick it off – ensure that you are the first sponsor delegates see by sponsoring our welcome reception.

- **Newcomers function**

At every Conference we welcome LIANZA first-timers. Help break the ice and introduce people who might otherwise never meet!

- **Coffee cart**

This one's on you. Host a coffee cart and give each delegate a free coffee by way of branded vouchers.

Bronze LIANZA Partner: \$5,000

He Pou Matua: Te Upoko o Mataaho

- **Catering break**

One of the best part about Conference is the amazing food. Sponsoring a catering break gets you prominent placement of your brand on each catering table.

- **Advertising**

Whether you want a green screen, poster, banners or more, we'll ensure you reach your target audience! Get in touch for more information on advertising opportunities.

LIANZA Supporter: \$3,500

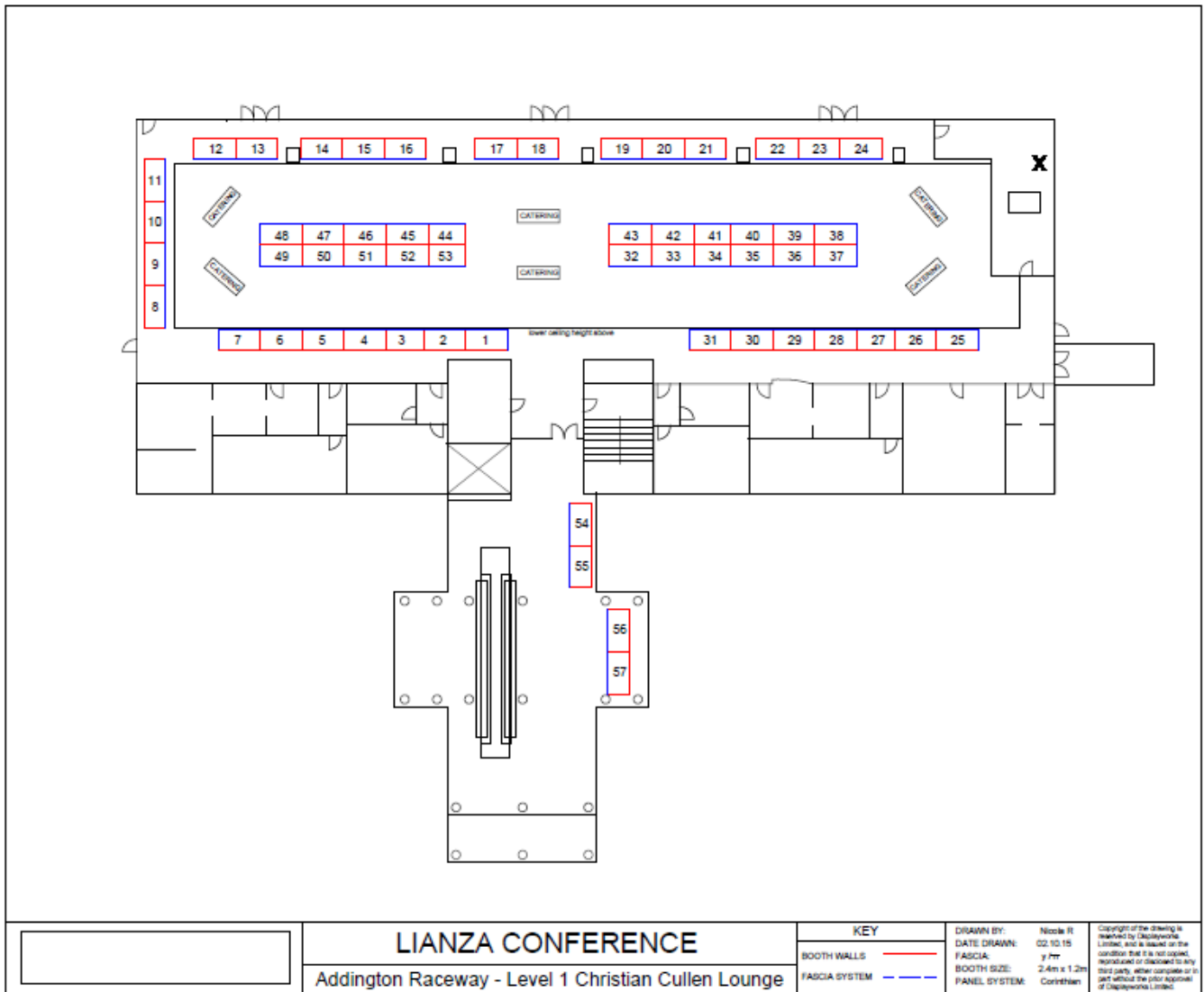
If 2015 was anything to go by we have no doubt the 2017 exhibition will blow our delegates away showcasing new and developed products and services. We are thrilled to invite you to join us to be part of the exhibition- but be quick as space is limited.

	Platinum LIANZA partner	Gold LIANZA partner	Silver LIANZA partner	Bronze LIANZA partner	LIANZA supporter
VALUE	\$25,000	\$18,000	\$10,000	\$5,000	\$3,500
Number of sponsors	1	2	4	10	
Registrations					
Complimentary exhibitor registrations	4	3	2	2	2
Complimentary catering for exhibition staff	4	3	2	2	2
Access to plenary and other sessions, pending space	√	√	√	√	√
Complimentary welcome reception tickets	4	3	2	2	2
Complimentary Conference gala dinner tickets	4	3	2	-	-
Exhibition					
Exhibition Space	9m x 1.8m	6m x 1.8m	3m x 1.8m	3m x 1.8m	3m x 1.8m
Partitions	√	√	√	√	√
Cleaning of stand	√	√	√	√	√
150 watt adjustable spots	6	4	2	2	2
Multi box power outlet	3	2	1	1	1
Captive audience					
Participation in our exhibition passport competition – your chance to connect with each delegate as they get their passport signed off at your stand	√	√	√	√	√
Verbal acknowledgement					
A mention of your support during opening and closing speeches	Opportunity to address delegates during opening				
Prominent logo placement					
Company logo on the Conference website with link to your home page	On home, sponsor and exhibition pages	On sponsor and exhibition pages	On sponsor and exhibition pages	On sponsor and exhibition pages	Company name on exhibition page
Company logo during Conference sessions on header slides	All plenary and concurrent sessions	Sponsored sessions	Sponsored sessions		
Company logo in Conference app	√	√	√	√	
Company logo on onsite signage	√	√			
Advertising					
Individual benefits to be discussed	√	√	√		
Company listing in app	400 words	300 words	200 words	150 words	50 words
Onsite branding					
Drop down banner or other signage in main plenary	√				

(provided by sponsor)					
LIANZA benefits					
LIANZA Corporate Supporter Membership (one year)	√	√	√	√	
Delegate information					
List of Conference delegates (excluding those who request privacy)	4 weeks prior, 1 week prior, and 1 week after Conference	3 weeks prior, 1 week prior, and 1 week after Conference	2 weeks prior, 1 week prior, and 1 week after Conference	1 week prior, and 1 week after Conference	At Conference

Conference Key Exhibition Information

Floorplan



What's included?

- 2.4m wide x 1.2m deep x 2.3/2m high exhibition stand (black velcro ready panels)
- Black clothed trestle table and two chairs (if required)
- Lighting- 2 x spotlights
- Power supply- 1 x 10 amp with 4 pin multi-box power point
- Two complimentary exhibitor registrations, including daily catering, a ticket to the welcome reception, Conference handbook, and access to plenary and other sessions pending space

Key dates

- | | |
|----------|----------------------------------------------------------------------------|
| 1 March | Exhibition applications due for priority stand allocation |
| 8 March | Vendor abstracts due |
| | Priority stand allocations for sponsors and long term supporters announced |
| 11 March | Exhibition stands go on general sale |
| 22 April | Early bird registrations open |
| 18 July | Early bird registrations close |
| | Handbook inclusions close |
| 23 Sept | Conference pack-in |
| 27 Sept | Conference pack-out |

Conference General Information

- **Catering**

We want to make sure you get to chat to all of our delegates so daily catering and the welcome reception will take place amongst the exhibition.

- **Internet Access**

We'll have WIFI available at the venue but we can't guarantee the quality of this connection you require significant usage or downloads. If you think you'll need additional internet, fixed lines are available to your stand and will be charged to the company exhibiting. Please indicate on your booking form if additional internet is required.

- **Accommodation**

Exhibitors are able to book accommodation at the Conference hotels where competitive room rates have been negotiated. Further details will be circulated when registration opens.

- **Additional Exhibitor Registrations**

Exhibition packages include a minimum of two complimentary exhibitor registrations, sponsors please refer to your specific benefits. Additional exhibitor registrations can be purchased when registration opens.

- **Payment Terms**

Payment may be made by credit card*, cheque or on invoice. A deposit of 50% of total fees is required on acceptance of sponsorship agreements; the balance is due three months prior to Conference.

Exhibition stand invoices will be raised upon stand allocation. Exhibition invoices are due within one month of the invoice date, or one month prior to Conference, whichever is earliest. *Please note payments via credit cards will attract a surcharge as follows: VISA / MasterCard 2.5% American Express 3.8%

- **Cancellation Information**

Notifications of exhibition cancellation received prior to 1 July, 2017 will be provided with a full refund less an administration charge of \$150. After that date no refunds will be made.

LIANZA 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. The liability of the organisers will be limited to that amount.

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

- **Insurance**

Each exhibitor is responsible for ensuring that their stand and any goods on display are adequately insured for theft and damage.

All exhibitors shall insure, indemnify and hold LIANZA, the organising committee or Conference managers 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.

- **Promotion**

Sponsors and exhibitors are invited to promote their involvement in the 2017 LIANZA Conference through emails, letterheads, accounts, websites, and other customer communications, in addition to the promotion provided by LIANZA to its members. Please contact Joanna (joanna@lianza.org.nz) if you would like any help with your promotion.

For further information regarding sponsorship and exhibition get in touch with Joanna (+64 4 801 5542 / joanna@lianza.org.nz).

Expression of Interest Form



Sponsorship and Exhibition Expression of Interest Form

Please return this form to LIANZA by if your company is interested in either sponsoring or participating as an exhibitor at the 2017 LIANZA Conference, **Addington Racecourse, Christchurch.**

N.B. Exhibition space will be allocated with priority given to sponsors and long term supporters of LIANZA Conferences.

We are interested in the following sponsorship opportunity

Principal Partner \$25,000 + GST

(Includes three exhibition sites)

Unavailable

LIANZA Partner (Gold) \$18,000 + GST

(Includes two exhibition sites)

- Keynote Speaker
- Mobile App
- Gala Dinner

LIANZA Partner (Silver) \$10,000 + GST

(Includes one exhibition site)

- Lanyard, Pocket Programme, Name Badge
- Wireless internet
- Notepad and Pens
- Welcome Reception
- Newcomers Function
- Coffee Cart

LIANZA Partner (Bronze) \$5,000 + GST

(Includes one exhibition site)

- Catering Session
- Advertising

Conference Supporter \$3,500 + GST

(Includes one exhibition site)

Number of sites required _____
 Preferred site number(s): _____
 First choice _____
 Second choice _____
 Third choice _____

Company Name: _____

Name for fascia signage: _____

Contact Person (main contact): _____

Contact Person (for invoicing purposes): _____

Position: _____

Postal Address: _____

City: _____

Country: _____

Postcode: _____

T: _____

F: _____

E: _____

M: _____

W: _____

Purchase Order Number: _____

Competitors you would prefer to be located away from: _____

Yes, I would like a trestle table, two chairs and a black table cloth (complimentary)

Yes, I would like our stand to be included in the exhibition passport

Yes, I would like a fixed internet line at my stand(s)

(A fixed line internet connection will cost \$200 + GST for four days and is to be arranged directly with the venue)

Upon receipt of your form you will receive a confirmation of your sponsorship/exhibition stand request and a contract with invoice (where appropriate).

Please return your form to:

Joanna Matthew, LIANZA, PO Box 12212, Wellington 6144

T: +64 4 801 5542

E: joanna@lianza.org.nz

Payment Details

Terms of Payment

Payment may be made by credit card, cheque or on invoice. A deposit of 50% of total fees is required on acceptance of sponsorship agreements; the balance is due three months prior to conference.

Exhibition stand invoices will be raised upon stand allocation. Exhibition invoices are due within one month of the invoice date, or one month prior to conference, which ever is earliest.

Method of payment:

- Yes, deduct my credit card below
- Cheque enclosed, made payable to 'LIANZA2017'
- Please send an invoice (full payment due by 20th month following original invoice date, or prior to conference)

Credit Card Authorisation

Please charge NZ\$ _____ to the following credit card.

Please circle card to be charged: Visa MasterCard AMEX

Cardholder Name: _____

Card Number

Expiry Date: _____ CSV: _____

Signature: _____ Date: _____

Please note payments via credit cards will attract a surcharge as follows: VISA / Mastercard 2.5% American Express 3.8%

We apply for sponsorship and/or exhibition space in accordance to the terms and conditions set out in the sponsorship and exhibition prospectus.

Signature: _____ Date: _____

To assist LIANZA to meet your exhibition benefits please fill in the details below:

Company listing *(for conference material)*

Name of Organisation:

Address:

Contact name: *(optional)*

Mobile phone: *(optional)*

Email: *(optional)*

Website:

Please attach a high resolution (at least 300dpi) jpeg version of the company logo that you wish to accompany your listing in the conference material.

Please also include a brief description of your products and services (noting the following word limits: Principle partner 400, Gold partner 300, Silver partner 200, Bronze partner 150, Conference supporter 50)



The Library and Information Association of New Zealand,
is the vibrant, vital voice for those engaged in
librarianship and information management
<http://www.lianza.org.nz>