



*Australasian Nurse Educators Conference 2011*

# Sponsorship Trade and Exhibition Information

23-25 November 2011  
Hamilton  
New Zealand

## Introducing...

Thank you for indicating your interest in attending the **15<sup>th</sup> Annual Australasian Nurse Educators Conference 2011** as a Trade Exhibitor or as a Sponsor. The Conference is to be held in Hamilton, New Zealand as a joint venture between Waikato District Health Board, Counties Manukau District Health Board, Waikato Institute of Technology and Manukau Institute of Technology.

The focus of this conference is on innovations in nurse education and practice for the future. Our hope is that challenges for nursing practice are identified and innovative solutions for nursing education are generated to respond to these challenges. How will we meet these challenges and how do we provide a future workforce that is ready to take nursing forward into the next decade?

Sponsorship funds are a vital component in any conference. It allows registration fees to be set at a level that encourages attendance and assists in providing a truly memorable event. Please contact me if you would like to discuss ways in which you can gain further profile through sponsorship opportunities.

This schedule also provides information for those participating as a trade exhibitor.

The committee is seeking to promote your company and products to delegates in an effective manner. As conference organiser, it is my aim to work closely with sponsors and trade exhibitors to deliver a successful conference to complement their marketing programme. Please contact me if you have any queries regarding your trade or sponsorship requirements.

Yours sincerely

Dave Treeby  
Conference Organiser

## Contact Details

### Conference Organiser:

Dave or Lisa  
Eventuate Ltd  
P.O. Box 51-185  
Tawa, Wellington 5249  
NEW ZEALAND  
PH [+64] 4 232 4350  
Email: office@eventuate.co.nz

Further information regarding the conference including registration and abstract applications may be viewed on line at: [www.nursed.ac.nz](http://www.nursed.ac.nz)

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## Who will benefit as a sponsor or trade exhibitor?

Participation in this conference will benefit:

- Manufacturers of medical equipment used in nursing practice
- Suppliers of goods and services to health professionals & academic institutions
- Publishers & suppliers of nursing, health and medical texts / books / journals & resources
- Suppliers of electronic learning / academic information systems and resources

## Who will attend the conference?

The Australasian Nurse Educators Conference attracts a broad range of local and international delegates from nursing education and clinical practice settings employed in public and private health care. Conference content should appeal to a wide audience. Delegates are expected to include:

- Nurse leaders who are influential capital investment decision-makers from both academic and clinical nursing practice environments
    - nurse managers
    - clinical nurse educators
    - clinical nurse specialists
    - clinical lecturers involved in developing and teaching in the simulated practice environment (practice laboratories)
    - post and under graduate course conveners / lecturers / educators
    - nurse practitioners
    - directors of nursing
    - registered nurses involved with education
  - Researchers
  - Students
-

## Benefits of Sponsorship

Gold Sponsorship		
	Benefits	Cost
	<p><b>All conference morning and afternoon teas, lunches will be served near the trade exhibition to give your stand maximum exposure</b></p>	
<p><b>Gold</b></p> <p><b>One available</b></p>	<ul style="list-style-type: none"> <li>• Three trade exhibition spaces with first choice of site</li> <li>• Banner in prime location OR video screen display of logo between plenary sessions</li> <li>• Company name and logo featured on all publicity – recognized as ‘Gold Sponsor’</li> <li>• Company details and contacts will feature in the conference programme</li> <li>• Brochures and merchandise into satchels</li> <li>• Entitlement to a full-page advertisement in the conference programme</li> <li>• Webpage link available from conference to sponsors website</li> <li>• Access to delegate database [when permission is granted from delegate]</li> <li>• Two complimentary Conference registrations including social events</li> <li>• Company profile [50 words] in the conference handbook</li> <li>• Opportunity to hold a specialist cocktail function</li> <li>• Naming rights for:               <ol style="list-style-type: none"> <li>1. A keynote presentation</li> <li>2. The conference dinner</li> </ol> </li> </ul>	<p><b>Negotiable:</b> [value <b>\$9,000+GST]</b></p>

Silver Sponsor		
	Benefits	Cost
	<p><b>All conference morning and afternoon teas, lunches will be served near the trade exhibition to give your stand maximum exposure. Company details and contacts will feature in the conference programme</b></p>	
<p><b>Silver</b></p> <p><b>Two available</b></p>	<ul style="list-style-type: none"> <li>• Banner space available inside Conference venue</li> <li>• Company name and Logo featured on all publicity</li> <li>• Brochures and merchandise into satchels</li> <li>• Two trade exhibition spaces with second choice of site</li> <li>• Entitlement to a free half-page advertisement in conference programme.</li> <li>• Link available from conference to sponsors website</li> <li>• Access to delegate database [when permission is granted from delegate]</li> <li>• Company profile [50 words] in the conference handbook</li> <li>• One complimentary Conference registration including social events</li> <li>• Naming rights for a plenary</li> </ul>	<p><b>\$5,000+GST</b></p>

## Specialist Sponsors

These sponsors will provide specialist services, products or significant business discounts and other practical assistance which would represent a real saving to the conference. In return, specialist sponsors receive appropriate acknowledgement and marketing opportunities during the conference. This is an ideal package for companies that choose not to have a trade stand at the exhibition.

Cost to the sponsor is negotiable plus supply of goods e.g.

- Stationary items
- Conference satchels
- Satchel printing
- Name tags
- Movie vouchers gifts
- Other appropriate merchandise

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## Advertising Opportunities

Advertising space is available in the conference programme [black & white only]

Advert Size	Price
Full Page	\$600 + GST
Inside front cover	\$800 + GST
Half Page	\$300 + GST
Quarter Page	\$150 +GST

Please apply to the Conference Organiser if you wish to book advertising - Email: [office@eventuate.co.nz](mailto:office@eventuate.co.nz)

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## Trade Exhibition Information

Trade Exhibitors – Option A		
	Benefits	Cost
	<p><b>All conference morning and afternoon teas, lunches will be served in and around the trade exhibition to give your stand maximum exposure.</b></p>	
<b>Trade Exhibitors</b>	<ul style="list-style-type: none"> <li>• Company details and contacts will feature in the conference programme</li> <li>• Complimentary morning and afternoon teas, lunches and conference dinner provided for one person per trade stand.</li> <li>• Company profile [50 words] in the conference handbook</li> <li>• Exhibition space includes:               <ol style="list-style-type: none"> <li>1. Black frame lock panel system</li> <li>2. Two spotlights</li> <li>3. One 4-way switch able multi-box</li> <li>4. One standard company name sign</li> </ol> </li> </ul> <p>Please refer to floor plan on page 8.</p>	<p>\$1,500+GST per stand</p> <p>Nb. Cost of each trade stand provides for one persons catering costs. Additional personnel will incur costs of lunch and morning/afternoon teas of \$100 or \$180 which includes conference dinner [+GST]</p>

Trade Exhibitors – Option B (Exhibition Space only)		
	Benefits	Cost
	<p><b>A small number of trade spaces only are available near the registration desk, immediately outside the plenary room. This area is expected to have high foot traffic before and after the plenary sessions and provides a cost effective alternative.</b></p>	
<b>Trade Exhibitors</b>	<ul style="list-style-type: none"> <li>• Company details and contacts will feature in the conference programme</li> <li>• Complimentary morning and afternoon teas, lunches and conference dinner provided for one person per trade stand.</li> <li>• Company profile [50 words] in the conference handbook</li> <li>• Exhibition space includes:               <ol style="list-style-type: none"> <li>1. Trestle table only</li> <li>2. Chairs as required</li> </ol> </li> </ul> <p>Please refer to floor plan on page 9.</p>	<p>\$1,000+GST per stand</p> <p>Nb. Cost of each trade stand provides for one persons catering costs. Additional personnel will incur costs of lunch and morning/afternoon teas of \$100 or \$180 which includes conference dinner [+GST]</p>

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## 1. Venue

The conference will be held at the Waikato Institute of Technology (Wintec). The trade exhibition area will be held in the Bill Gallagher Centre - an eye catching building with stunning interior features. Combining contemporary architecture with modern functionality. The Centre has great natural light and ambience. The trade exhibition area will provide maximum exposure to delegates as the exhibition space will also be used for all morning/afternoon breaks plus lunches.

## 2. Trade exhibition set up / pack down schedule

Set up	Tuesday 22 November 2011	11.00am – 4.30pm
Pack down	Friday 25 November 2011	3.00pm – 5.00pm

## 3. Delivery of goods

Consigning delivery of goods to Wintec may be made on Monday 21 November 2011. Due to lack of storage space it is regretted that any exhibitor's freight will not be received prior to this time. Please arrange for delivery addressed clearly to:

Marie Johnson  
Events Manager  
Wintec  
Gate 5  
Tristram Street  
Hamilton 3204  
New Zealand

## 4. Trade personnel registration

Please register at the conference registration area after 1.00pm on Tuesday 22 November. This area will be clearly indicated by appropriate signage. You will be given an access ID tag plus a complimentary conference dinner ticket for each trade space booked.

Cost of each trade stand provides for one person's catering costs which includes attendance at the conference dinner. Additional personnel will incur the following costs:

- lunches and morning/afternoon teas - \$100 [+GST]
- you may also request additional conference dinner tickets at \$100 [+GST]

Please complete the attached 'Trade Exhibition application' form or contact the conference organiser for additional catering and/or conference dinner tickets

## 5. Car Parking

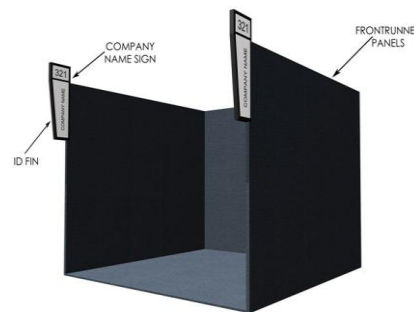
A car parking building will be located onsite which is available for visitors. The costs for this are yet to be confirmed. There are also several car parking buildings surrounding Wintec which will support the overflow of cars.

## 6. Exhibition space & services [option A only]

Exhibition space consists of pre-constructed booths measuring 3m wide x 1.8m side walls and 2.3m in height.

Exhibition stands includes:

- Black frame panel system
- Two 150 W spotlights
- One 10 amp 4-way power multi-box
- Company name ID fins



Trestle tables and chairs are also available for hire from Peek Display Ltd who is providing the exhibition booths. You may contact the company direct for further display products or services or view their webpage at: [www.peek.co.nz](http://www.peek.co.nz)

Contact: Peek Display,  
Ph: + 64 9 377 0154  
Email: [info@peek.co.nz](mailto:info@peek.co.nz)

## 7. Phone and Internet connection

Wintec has both wireless and Café Net cards available. Café Net cards are more reliable and cost \$12.00 for a 24hr card.

Please contact the conference organiser for more details.

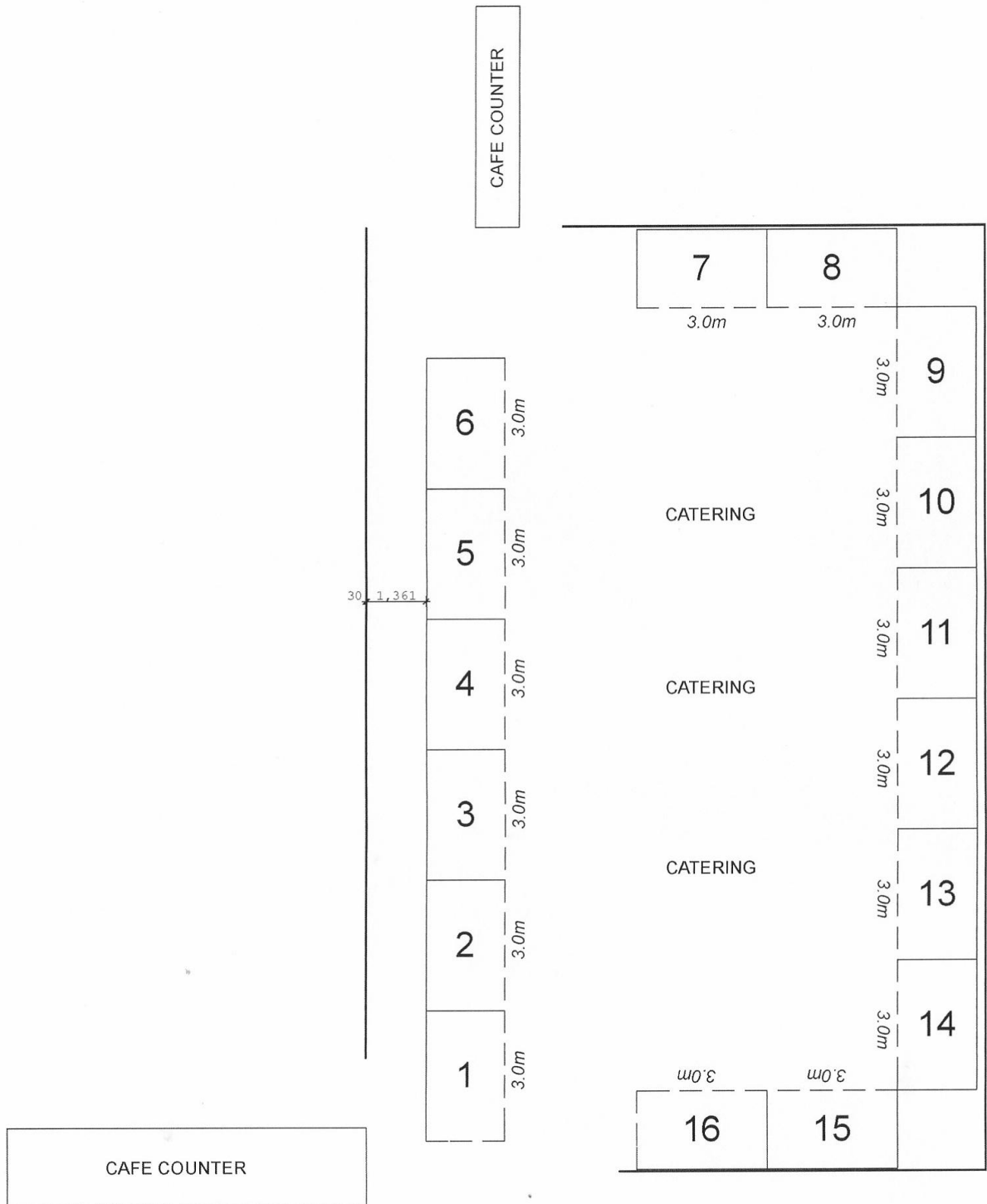
## 8. Floor plan and allocation of stands

See attached floor plan. Note that this plan may be amended depending on final numbers and programme requirements. Stands will be allocated on a first-come, first-served basis with major sponsors having first choice of site. The conference organiser will contact you to confirm allocation arrangements.

# Venue Floor Plan

## Trade exhibition area – Option A

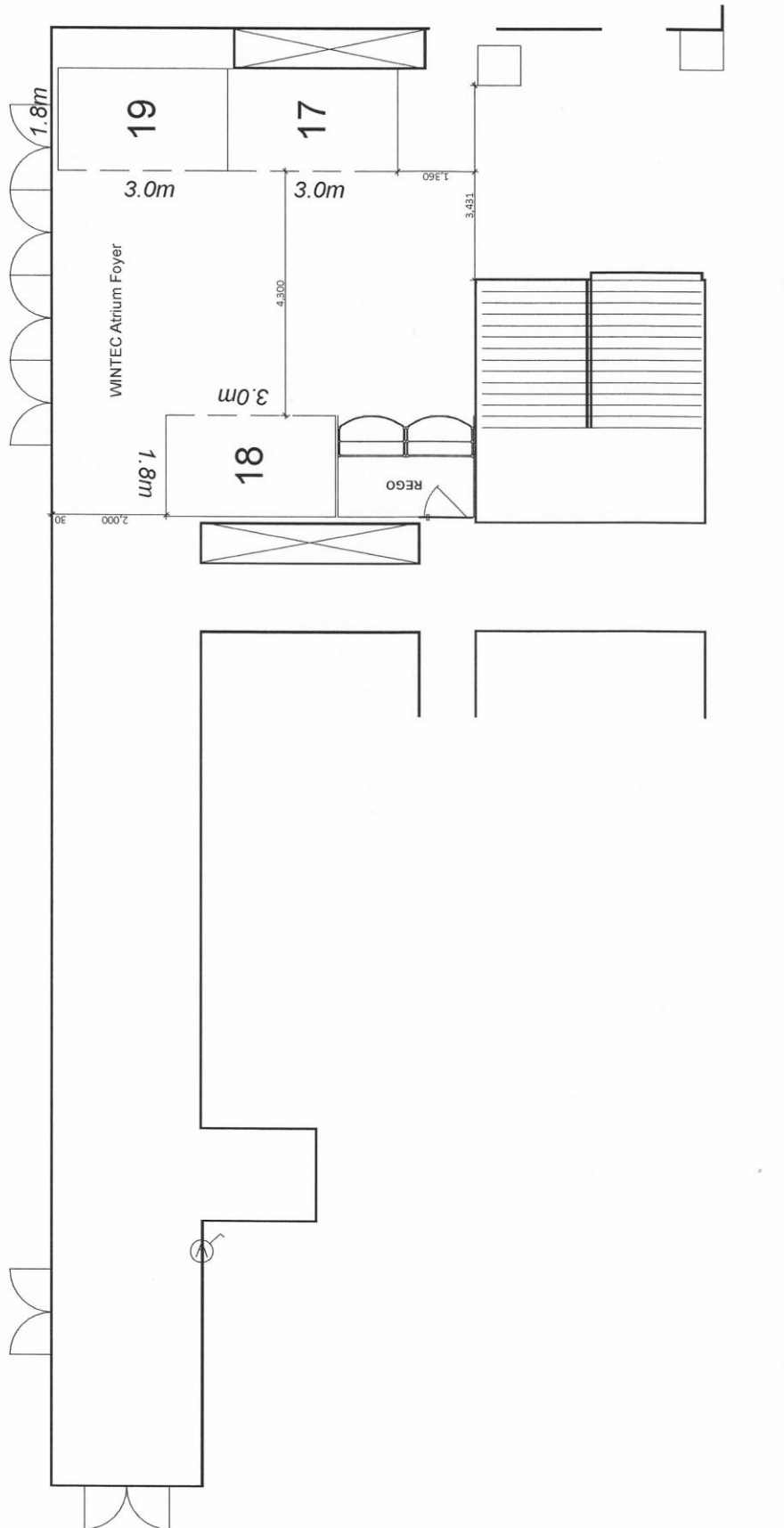
### Wintec – Gallaher Centre



# Venue Floor Plan

## Trade exhibition area – Option B (Trade space only)

### Wintec – Atrium Centre



# Application for Trade Exhibition Space

Please complete this Exhibition Application form and forward to the conference organiser.

**Australasian Nurse Educators Conference 2011**  
**23 – 25 November 2011**  
**Wintec**  
**Hamilton, New Zealand**

ANE Conference  
Eventuate Ltd  
P.O. Box 51-185  
Tawa,  
Wellington 5249  
NEW ZEALAND

**Option A:** I require ..... booth(s) at NZ\$1,500 + GST [includes one persons catering costs plus conference dinner]

**Option B (Trade space only):** I require ..... booth(s) at NZ\$1,000 + GST [includes one persons catering costs plus conference dinner]

I require ..... additional exhibitor catering cost @ NZ\$100.00 +. GST

I require ..... additional conference dinner tickets @ NZ\$100.00 + GST

- Company Name .....
- Postal Address .....
- .....
- .....
- Contact Name .....
- Telephone .....
- Email .....
- Company webpage .....
- Trade Display Name board (Available for Option A only)  
.....

Signed \_\_\_\_\_ For The Hirer \_\_\_\_\_ Date \_\_\_\_\_ **Payment Details:**

On receipt of the Exhibition application form, the conference organiser will issue a letter of confirmation together with an invoice for the amount payable. Exhibitors may either send full payment or a deposit of 50% with the balance of payment required by 20 October 2011.

Cheques or bank drafts to be made payable to 'Eventuate Ltd – ANE Conference.

# Application for Sponsorship

Please complete this Sponsorship Application form and forward to the conference organiser.

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**Wintec**  
**Hamilton, New Zealand**

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Eventuate Ltd  
P.O. Box 51-185  
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Wellington 5249  
NEW ZEALAND

Type of sponsorship requested .....

- Company Name .....
- Postal Address .....
- .....
- .....
- Contact Name .....
- Telephone .....
- Email .....
- Company webpage .....
- Trade Display Name board .....

Signed \_\_\_\_\_ For The Hirer \_\_\_\_\_ Date \_\_\_\_\_

**Payment Details:**

On receipt of the sponsorship application form, the conference organiser will issue a letter of confirmation together with an invoice for the amount payable. Sponsors may either send full payment or a deposit of 50% with the balance of payment required by 20 October 2011.