

Rethinking ageing

SPONSORSHIP PROSPECTUS

New Zealand Association of Gerontology (NZAG) Conference 2023

Rethinking Ageing

DATE: 6th- 8th September

LOCATION: University of Auckland

NZAG 2023, 6-8 September 2023, University of Auckland

WELCOME

The NZAG organising committee is pleased to invite you to support the NZAG 2023 Rethinking Ageing conference. This will be held at the University of Auckland. Sponsoring the Conference in 2023 presents an unique opportunity for organisations to highlight their commitment and support to this unique sector.

The 2023 New Zealand Association of Gerontology (NZAG) conference aims to celebrate older people and their essential contributions to society, address ageism upfront, provide new thinking, new methods, research and education. Content and activities align with promoting value to the lives of older people, their whānau and families, carers, health professionals, health and regional planners, private and public providers and society.

The NZAG biennial conference brings together researchers, practitioners, policy makers, health promoters, artists, creative industries, designers, stakeholders and older people themselves to rethink ageing, be inspired by local and international presentations from to rethink ageing, contribute to and be inspired by high quality presentations and cutting edge research.

The conference will showcase leading ideas about ageing, wellbeing, optimal practice, and innovation. The success of events such as this depends greatly on sponsorship from organisation with a strong ageing focus such as yours. This conference will attract an expected 250+ delegates from our diverse membership and stakeholder group, providing unequalled opportunity to showcase your business.

Further Information

For further information about the sponsorship and advertising opportunities outlined in this prospectus, or any queries regarding the conference, please contact Lei Zhang by email: NZAG2023@auckland.ac.nz

Sponsorship Opportunities

The New Zealand Association of Gerontology (NZAG) Conference 2023 Rethinking Ageing has a range of sponsorship opportunities to suit a variety of budgets and marketing. Opportunities are offered on a first come, first served basis, so book early!

Key reasons to sponsor

- Meet, greet and develop relationships with communities interested in ageing, health practitioners, researchers, creative artists, and older entrepreneurs to enhance your reach into diverse communities.
- Utilise the NZAG conference's marketing campaign to extend your brand reach and enhance your image within Aotearoa NZ's the Ageing communities.
- Access to influential and engaged delegates, building connections with leading movers and shakers in a socially relaxed environment, forming new relationships and identifying potential opportunities.
- Increase your profile and promote your products and services.

Sponsorship Packages

* all prices are in NZD and include 15% GST

Sponsorship Level	Platinum \$10,000 (One Only)	Gold \$8,000 (Two Only)	Silver \$5,000	Bronze \$2,500
Branding				
Logo (hyperlinked) on conference website homepage	√	√	-	-
Wordmark on conference website	-	-	√	√
Logo in conference handout: Cover/Sponsor page (Sponsor to supply artwork)	Cover & Sponsor page	Sponsor page	Sponsor page	Sponsor page
Colour advert on conference webpage. (Sponsor to supply artwork)	Full page	Half Page	Quarter page	Quarter page
Logo on programme	√	√	√	√
Organisational banners in conference venue (Supplied by Sponsor)	2	1	-	-
Attendance				
Complimentary conference registrations	3	2	1	
Complimentary Welcome Reception tickets	3	2	1	
Organisational banners in conference venue (Supplied by Sponsor)	2	1		
Trade Exhibition Space	6 m x 1.2m	3m x 1.2m	3m x 1.2 m	3m x 1.2 m
Delegate List (In accordance with the NZ Privacy Act 1993)	√	√	√	√

Additional Opportunities

All of the below opportunities will receive the Delegate List (in accordance with the NZ Privacy Act 1993), logo published on the conference website with a link to your website, and on the sponsor page of the handbook.

Additional Opportunities*		
Conference Welcome Reception \$8,000	\$8000	First Come Basis – Exclusive opportunity
Plenary Session Naming Rights \$1,000	\$1000	First Come Basis- Five available
Poster Session Naming Rights \$1,500	\$1500	First Come Basis- Exclusive opportunity
Conference App Naming Rights and Branding	\$5000	First Come Basis- Exclusive opportunity
Conference Tote Bag Branding	\$1500	First Come Basis- Exclusive opportunity
Tote Bag Inclusion (e.g. Notepads/Pencils/Pens)	\$750	First Come Basis- Exclusive opportunity
Trade Exhibition Space Only (3m x 1.2m)	\$1500	Subject to space availability

Conference Welcome Reception \$8,000

The Welcome Reception will be held on 6th September 2023. Have your company's name exclusively associated with this event as attendees connect with friends and colleagues at the start of the conference. This opportunity comes with:

- Sponsor signage (i.e. company name and/ or logo) throughout the venue
- Logo placement on Conference website
- Acknowledgement in the conference programme
- Acknowledgement on Sponsor Thank You Board (on-site)
- Opportunity to give a 5 minute welcome speech
- Ten complimentary reception invitations
- Opportunity to network with attendees

Plenary Sessions \$1,000 Exclusive opportunity per session- 5 Sessions

NZAG 2023 will have five plenary sessions. Have your company's name exclusively associated with a plenary session when all conference delegates will be present. This opportunity comes with:

- Sponsor signage (i.e. company name and/or logo) On the holding slides and in the introduction
- Logo placement on conference website
- Acknowledgement in the conference programme
- Acknowledgement on Sponsor Thank You Board (On-Site)

Poster Session Sponsor \$1,500

The poster session is a key component of the conference. Have your company's name exclusively associated with this session. The poster session will become the center of attention and high traffic areas. Maximise engagement with conference attendees as they move through the poster display.

Conference App \$5,000 Exclusive opportunity

Each time an attendee requires information about the conference, if they have a mobile device they will open the app. As the Overall App Sponsor, your company will be in the spotlight the entire conference, always at the fingertips of attendees, driving traffic to both your online and on-site presence.

Conference Tote Bags \$1,500 Exclusive opportunity

Here is a great opportunity that has a lasting benefit! Provide the official NZAG 2023 conference bags with your logo printed on each bag (approximately 200). These keepsake bags will be used long after the conference ends. Please note, with this opportunity you must supply and make all arrangements for the tote bags. NZAG branding must be included on all tote bags and design approved in advance of printing. Please note, this sponsorship opportunity must be booked no later than 150 days in advance of the conference (i.e. by 9 March for the NZAG Conference date beginning 6 September).

Notepads/Pencils/Pens \$750 Exclusive opportunity

Guarantee each attendee receives your company advertisements! Supply notepads and pens or pencils with your company's logo and we will distribute them to all conference attendees when they arrive on-site. Your branding will be seen throughout the conference. Please note that sponsoring these items to the conference requires a minimum of 200 for all conference items.

*All provided collateral must be received by The University of Auckland Event Services 60 days in advance of the conference (i.e. on or before 7 July for the NZAG Conference date beginning 6 September).

Name your own Exclusive Sponsorship (Unique opportunity to co-create your company's package)

Do you have an idea that is not listed here? Let us know your thoughts! We will work with you to create a unique sponsorship opportunity that meets the needs of your company.



TERMS AND CONDITIONS

The following terms and conditions apply to Your application to sponsor and/or exhibit:

You/Your – Sponsoring / Exhibition company/organisation.

We/Us/Our – Event Services, The University of Auckland (acting as agent for the event local organising committee (the "Principal")).

By returning the completed and signed Application to Sponsor or Exhibit form (the "Application Form") you agree to be a sponsor of **The New Zealand Association of Gerontology (NZAG) Conference 2023** hosted by **University of Auckland Ltd** and being held at the **University of Auckland, Auckland** from **6-8 September 2023** on the terms and conditions set out below, from the date that the Application Form is signed by You until the end of the Event Period.

We reserve the right to refuse or deny any application. When Your application has been received and is accepted by Us, We will send You email confirmation and attach an invoice for the total payment amount (as recorded on the Application Form). Our confirmation email amounts to an acceptance by Us of Your offer to sponsor. Once We confirm acceptance of Your application, there is a binding agreement between You and Us unless cancelled in accordance with these terms and conditions.

Your requested category of sponsorship may be limited to a certain number of sponsors and preference will be determined in order of receipt of the signed Application Form and payment. The event secretariat will notify You if You are unable to participate in Your requested category.

The Principal shall have control over selecting the invitees to the event and the selection of any speakers, presenters or authors.

Details of the event may change without notice. Please refer to the event website for the latest information.

General

You will be informed of all deadlines for the provision of information or materials by way of email updates and updates to the event website. The deadlines for delivery or supply of materials, information or artwork are not negotiable. If materials, information or artwork required from You are not received by Us 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.

Due to privacy legislation, We cannot guarantee the inclusion of all event participants' details on any delegate list.

Sponsors and exhibitors are not entitled to entry into the event sessions or social events, unless the relevant tickets are offered as part of the particular sponsorship package. Sponsors and exhibitors who do not hold tickets as part of their sponsorship package and who wish to attend the event as a delegate must complete the appropriate registration form online and pay the applicable registration fee.

Finance

All prices include GST and are quoted in New Zealand Dollars.

The total payment must be made in full within thirty (30) working days of the date of our invoice.

Sponsorship entitlements as set out in the relevant sponsorship prospectus will not commence until the total payment has been received in full.

If the total payment is not received within thirty (30) working days of the date of our invoice, We reserve the right to cancel the application and the designated sponsorship/exhibition space may be reassigned.

If You pay by electronic funds transfer or an international cheque You agree to pay any bank charges and must include these in the amount You transfer.

Cancellation

You may only cancel the sponsorship arrangement within the period of five (5) days of receiving confirmation from Us. Cancellations may only be made in writing and must be forwarded to Event Services, The University of Auckland. In the event of cancellation by You, You agree to pay an administration fee of \$250. For the avoidance of doubt, if You cancel the sponsorship arrangement, We will not be obliged to provide any of the sponsorship entitlements to You, and no refunds of sponsorship will be made by Us for cancellations received by Us outside of the above permitted cancellation period.

We have the right to postpone or cancel the event and cancel this sponsorship agreement and shall not in any circumstances be liable for costs or losses resulting from such delay or cancellation.

Liability

You assume entire responsibility and hereby agree to protect, indemnify, defend and hold Us harmless against all claims, losses and damages to persons or property, government charges, or fines and legal fees arising from or caused by Your installation, removal, maintenance, occupancy or use of the event venue or a part thereof, except to the extent that such liability is caused by the negligence of the event venue, its employees and agents.

Without limiting the above provision, You are responsible for any reasonable costs of repairing Your designated exhibition space or the event venue should You paint, mark or damage any fixtures or fabric.

You are also solely responsible for any physical loss or damage to Your own property while that is located at the event.

We will not be liable for and make no guarantee of the number of visitors to the event.

We will not be accountable for the level of commercial activity generated for You or any other person.

You acknowledge that the University of Auckland is acting as agent for the Principal and that these terms and conditions are for the benefit of and enforceable by the University of Auckland and the Principal.

Exhibitors

You must only exhibit products sold or supplied, or services rendered by You. You may not assign, share, sub-let, or grant licences for the whole or part of Your designated exhibition space without prior approval from Us.

We reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. We will not discount or refund for any facilities not used or required.

The general exhibition space will have a surface that allows for velcro fastenings. No cementing, nailing, tacking, taping or attaching of any material to the floor, walls or columns is permitted.

We reserve the right to ask You to remove any display items We deem as unacceptable, and if We do so You agree to promptly comply with Our request.

During the event hours, a representative from Your company/organisation must staff Your exhibit at all times.

You must conduct business only from within the confines of Your designated exhibition space and must ensure that Your representatives and employees do not tout, or place any material, outside of Your designated exhibition space in a manner that obstructs the aisles. You must ensure that You and Your representatives comply with all relevant laws and with all policies relating to the event.

All material used in the event venue and/or exhibitor's space must conform to all appropriate regulations that We notify to You.

You shall not commence dismantling or packing product before the end of the final coffee break on the last day of the event. We will not be held responsible for any items left behind, including where remaining items are discarded by Us or any other person.

You hereby waive and abandon any right to claim specific performance of any obligation of Us now or henceforth.

Print entitlements

Your logos and/or company/organisation name will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.

No print or web recognition will be given unless payment terms have been met.

No animals

No animals are permitted within University of Auckland buildings. Guide dogs for the visually impaired are the only exception.

Privacy statement

Your name and contact information, including electronic address, may be used by parties directly related to the event (such as the Principal, other organisers, and approved stakeholders) for related purposes such as promotion, networking, and administration related to this event and future events of this type. You may decide the extent of any personal information disclosed to Us but Our ability to provide the sponsorship entitlements may be limited if You withhold requested information.

Application to Sponsor or Exhibit

Company/Organisation	
Contact Name	
Address	
City	Country
Phone	Fax
Email	

Package preference requested

I/we would like to take up the following:

<input checked="" type="checkbox"/>	Level	Investment
<input type="checkbox"/>	Platinum Sponsorship	\$10,000.00
<input type="checkbox"/>	Gold Sponsorship	\$8,000.00
<input type="checkbox"/>	Silver Sponsorship	\$5,000.00
<input type="checkbox"/>	Bronze Sponsorship	\$2,500.00
<input type="checkbox"/>	Plenary Session	\$1,000.00
<input type="checkbox"/>	Poster Session	\$1,500.00
<input type="checkbox"/>	Welcome Reception	\$8,000.00

All prices include GST.

Other (please state)

I/We accept the terms and conditions of undertaking a sponsorship and or exhibition package.

I/We understand that the sponsorship level or exhibition will be distributed according to interest and strictly in order of application and payment.

Signed
Date

Payment Details

Total to pay \$

- Please send me a tax invoice for direct credit payment
- I wish to pay with credit card please send me an invoice and contact me at the listed phone number

Please return completed forms to:

NAME: Lei Zhang
Event Services – The University of Auckland
Email: NZAG2023@auckland.ac.nz
or
Post:
Event Services
University of Auckland
Private Bag 92019
Auckland 1142

