

Growing **Excellence**  
**HIANZ**  
Conference  
16 & 17 AUGUST **2023**

HIANZ 2023 Back to Basics

# CONFERENCE

**SPONSORSHIP  
AND EXHIBITION**  
Prospectus >>

16 & 17 AUGUST 2023  
Lower Hutts Event Centre

[www.hianz.net.nz/conference2023/](http://www.hianz.net.nz/conference2023/)

# Presidents Welcome

It is an exciting time at HIANZ right now, we have many projects going on. One of the most important projects is the planning and execution of the annual conference for 2023.

I am comforted in the support all our HIANZ suppliers provide towards the conference, indicated by the attendance of you all. This year we want to add more value back to you, by encouraging hire members to come along with their order books in-hand.

This prospectus gives you an insight into the direction and theme of the conference. Once again, we need your support to make the conference a success for all – HIANZ, exhibitors and attendees.

I look forward to seeing you all in Lower Hutt in August.

**Amy Gillies**

HIANZ President



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**Sponsor &  
Exhibitor**  
APPLY HERE

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# Conference Information

The 2023 HIANZ Conference is all about getting back to basics, by bringing our HIANZ Members and Suppliers together in one place. We are going to focus on educating our Hire Company Members to be better at business. The opportunity is there for you, the supplier, to promote your products to our members through a traditional “cheque and order book” trade show exhibition. Your special Trade Show deals will be used to attract delegate registrations, so the better you make them, the more members it will attract.

We have a range of opportunities for sponsors and exhibitors who want to be part of this highly focused, two-day event.

## 2023 VENUES:

- 📍 The 2023 conference will be held at the **Lower Hutt Events Centre**.
- 📍 The Party Night on Wednesday 16 August will be at **Foxglove on Queens Wharf** and the Theme is “A Night at the Movies”.
- 📍 The Hire Excellence Awards Dinner on Thursday 17 August is being held in the Banquet Hall at Parliament.
- 📍 We will be offering coach transfers from the **James Cook Hotel** to/from the conference and selected functions.

🔗 [click the highlighted links above for more info.](#)

## TARGET AUDIENCE

The conference is focussed on all the different sectors of the Hire Industry. This includes General, Party and Events, Heavy Hire, Access, Forklift and Industry Training.

Attending businesses cover the spectrum from major corporates to small and medium-sized operations. The conference is traditionally well-supported by government, with Ministers, senior officials, policy makers and regulators attending. Invitations are being sent to these and related authorities and associations.

## EVENT PROMOTION

This conference and trade show is the Hire Industry’s biggest event in New Zealand, bringing all sectors of the industry together to debate and discuss the big issues and ideas.

Sponsors capitalise on this unique opportunity to support the entire industry at the event, in promotional activity prior, and in post-event reporting.

Event promotion includes:

- ✓ Dedicated conference webpage at [www.hianz.net.nz/conference2023/](http://www.hianz.net.nz/conference2023/) including hyperlinked sponsor logos.
- ✓ A dedicated Conference App that will provide sponsors with added opportunity to gain brand exposure and to connect with delegates.
- ✓ Regular conference email updates to potential and registered delegates directing them to the conference webpage and your deals.
- ✓ Advertising in the Hire & Rental magazine.
- ✓ Active promotion through HIANZ’s social media and mailing networks.
- ✓ Media relations, including targeting invitations to business, export and lifestyle media to attend the event.
- ✓ Post event media.

# Conference Timetable

## TUESDAY 15 AUGUST 2023

Time TBC	<b>Exhibition Pack In</b>
6.30pm - 8.00pm	<b>Pre-conference welcome drinks Venue TBA</b>

## WEDNESDAY 16 AUGUST 2023

6.45am - 7.30am	<b>Buses Depart for LHEC</b>
7.30am	<b>Registration and Exhibition Open</b>
8.30am	<b>Conference Begins</b>
9.45am	<b>Morning Tea and Exhibition</b>
10.15am	<b>Conference Resumes</b>
12.15pm	<b>Lunch and Exhibition</b>
1.15pm	<b>Conference Resumes</b>
2.45pm	<b>Afternoon Tea and Exhibition</b>
3.15pm	<b>Conference Resumes</b>
4.30pm	<b>Happy Hour in Exhibition Area</b>
From 5.15pm	<b>Buses Depart for James Cook Hotel</b>
7.00pm till late	<b>Party Night at Foxglove - 'A Night at the Movies'</b>

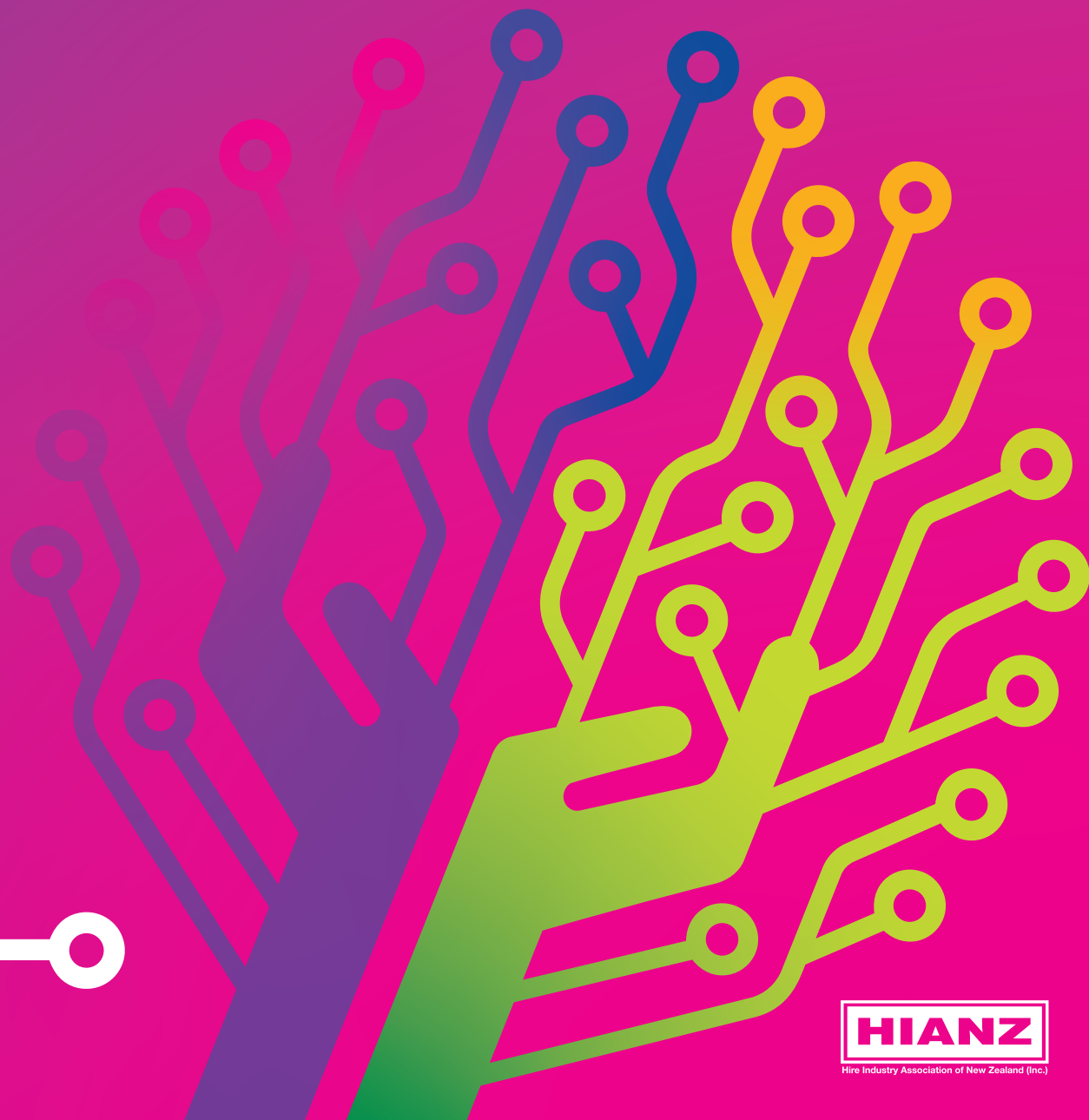
*\*Please note programme is subject to change by the conference organisers*

## THURSDAY 17 AUGUST 2023

6.45am - 7.30am	<b>Buses Depart for LHEC</b>
7.30am	<b>Registration and Exhibition Open</b>
8.30am	<b>Conference Begins</b>
9.45am	<b>Morning Tea and Exhibition</b>
10.15am	<b>Conference Resumes</b>
12.15pm	<b>Lunch and Exhibition</b>
1.15pm	<b>Conference Resumes</b>
2.45pm	<b>Afternoon Tea and Exhibition</b>
3.15pm	<b>Conference Resumes Exhibition Pack Out Begins</b>
4.15pm	<b>Conference Ends</b>
From 4.15pm	<b>Buses Depart for James Cook Hotel</b>
6.10pm - 6.30pm	<b>Rolling Transfers from James Cook Hotel to Parliament</b>
6.30pm - 11.00pm	<b>Hire Excellence Awards Dinner</b>
From 11.00pm	<b>Rolling Transfers from Parliament to James Cook Hotel</b>



## SPONSORSHIP OPPORTUNITIES >>



# Conference Sponsorship & Exhibition Opportunities Overview

## 2023 - Sponsorship Packages:

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR			BRONZE			SUPPORTER		
	Youngman Richardson Principal Sponsor, Including Awards Dinner & Transport	Wednesday Party Night	Conference App	2x opportunities: full day conference catering - 1x on Wednesday & 1x on Thursday	Keynote Speaker	Happy Hour	Lanyards	Coffee Cart	Delegate Gift	Charging Station	Energiser
Cost (excluding GST)	POA	\$10,000	\$4,000	\$4,000	\$4,000	\$2,000	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000
Opportunities available	1	1	1	2	2	1	1	1	2	1	2
Acknowledgement by MC on both days of the conference	✓ and at awards dinner	✓	✓	✓	✓ and at beginning of keynote	✓	✓	✓	✓	✓	✓
Speaking opportunity at welcome formalities at the beginning of conference	✓										
Access to full list of delegate names & contact details, post event, where captured	✓	✓									
Naming rights as the Conference App sponsor			✓								
Push notifications via the app during the conference	✓ each day & at awards dinner	✓ 1 at party night	✓ 2 each day								
Naming rights as the keynote sponsor - and introduce them at the beginning of their presentation					✓						
Hosting rights of the pre-conference welcome drinks & awards dinner pre-dinner drinks at the James Cook Hotel	✓ including branding										
Naming rights as function sponsor	✓ awards dinner	✓ short speech at party night				no speech					
A word from our Principal Sponsor - 500 word write up on the conference website	✓										
Advertisement in the NZ Hire & Rental magazine	✓ full page	✓ 1/2 page									
Company logo on the coffee cart and opportunity to provide branded coffee cups at own cost								✓			
Opportunity to provide a branded gift to the delegates: 1 x opportunity each day (gift to be provided at own cost)									✓		
Full branding of the charging station (at own cost)										✓	
Your logo printed onto delegate lanyards							✓				✓
Opportunity to provide delegates with an energising snack (at own cost): 1 x opportunity at the beginning of the conference afternoon session each day											
Sponsorship rights of the conference coach transfers	✓										
Relevant catering break naming rights via acknowledgement by MC and signage on the catering tables				✓							
Complimentary standard size exhibition booth	2 booths together in one area in location of your choosing	✓ prominent location									
Floor space in the conference venue foyer for machinery	✓										
Complimentary conference registrations	3										
Complimentary tickets to the Party Night	3	4									
Complimentary tickets to the Awards Dinner	3										
Placement of company banner	✓ conference and awards dinner	✓ at function only				✓ at happy hour only					
Placement of company logo on attendee nametags	✓										
Placement of company logo on directional signage	✓										
Placement of company logo on registration desk	✓ most prominent	✓	✓	✓	✓	✓	✓	✓			
Placement of company logo on all conference marketing material	✓ most prominent	✓	✓	✓	✓	✓	✓	✓			
Placement of company logo on plenary sponsor holding slides	✓ most prominent	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Placement of company logo on the conference website, with link to own website	✓ most prominent	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Placement of company logo in the Conference App	✓ prominent	✓	✓ most prominent with link to own website	✓	✓	✓	✓	✓	✓	✓	✓

# PLATINUM SPONSORSHIP

## Principal Sponsor, Including Awards Dinner & Transport

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference and at the Awards Dinner
- Speaking opportunity at welcome formalities at the beginning of conference
- Naming sponsor of the Awards Dinner
- Access to the full list of delegate names and contact details, post event, where captured
- 1 x push notification via the Conference App during each day of the conference and at the Awards Dinner
- Hosting rights of the pre-conference welcome drinks & the Awards Dinner pre-dinner drinks at the James Cook Hotel
- 500 word write up on the conference website: 'A word from our Principal Sponsor'
- Full page advertisement in the New Zealand Hire & Rental Magazine (artwork supplied by sponsor)
- Sponsorship rights of the conference coach transfers
- 1 x double exhibition booth in a prominent location of your choosing
- Floor space in the conference venue foyer for machinery
- 3 x complimentary conference registrations, 3 x tickets to the Party Night & 3 x tickets to the Awards Dinner
- Placement of your freestanding company banner at the conference and Awards Dinner
- Placement of your company logo on attendee nametags
- Placement of your company logo on directional signage
- Most prominent placement of your company logo on the registration desk
- Most prominent placement of your company logo on all marketing material
- Most prominent placement of your company logo on plenary sponsor holding slides
- Most prominent placement of your company logo on the conference website, with a link to your website
- Prominent placement of your company logo in the Conference App



# GOLD SPONSORSHIP

## Party Night at Foxglove, 'A Night at the Movies'

Wednesday 16 August

**\$10,000 + GST**

*x 1 opportunity*

There is one opportunity available to sponsor the Wednesday evening Party Night.

The theme for this year's Party Night is 'A Night at the Movies'. You will have an opportunity to present a fun award/s for Best Dressed.

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Naming sponsor of the Party Night, with opportunity for a 5 minute speech at the event
- 1 x push notification via the Conference App at the Party Night
- ½ page advertisement in the New Zealand Hire & Rental Magazine (artwork supplied by sponsor)
- 1 x standard sized exhibition booth in a prominent location
- 4 x complimentary tickets to the Party Night
- Placement of your freestanding company banner next to the stage at the Party Night
- Placement of your company logo on the registration desk
- Placement of your company logo on all marketing material
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App
- Access to the full list of delegate names and contact details, post event, where captured.

# SILVER SPONSORSHIP

## Conference App

1 opportunity

**\$4,000 + GST**

*There is one opportunity available to sponsor the Conference App.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Naming rights as the Conference App sponsor
- Push notification via the Conference App – 2 x each day
- Placement of your company logo on the registration desk
- Placement of your company logo on all marketing material
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Most prominent placement of your company logo in the Conference App, with a link to your website

# SILVER SPONSORSHIP

## Catering

2 opportunities

**\$4,000 + GST**

*There are two opportunities available to sponsor the full day conference catering – 1x on Wednesday and 1x on Thursday.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Signage on the catering tables on the relevant day, acknowledging you as the conference catering sponsor
- Placement of your company logo on the registration desk
- Placement of your company logo on all marketing material
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App

# SILVER SPONSORSHIP

## Keynote Speaker

2 opportunities

**\$4,000 + GST**

*There are two opportunities available to sponsor the conference Keynote Speakers.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference, as well as at the beginning of the relevant keynote session
- Naming rights as the relevant keynote sponsor, with opportunity to introduce the speaker at the beginning of their presentation
- Placement of your company logo on the registration desk
- Placement of your company logo on all marketing material
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App

# BRONZE SPONSORSHIP

## Happy Hour

1 opportunity

**\$2,000 + GST**

*There is one opportunity to sponsor the Happy Hour Drinks on Wednesday. The Happy Hour will take place within the Trade Show.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Naming rights of the happy hour with opportunity to provide a pull up banner in the happy hour location
- Placement of your company logo on the registration desk
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App



# BRONZE SPONSORSHIP

## Lanyards

1 opportunity

**\$2,000 + GST**

*There is one opportunity available to sponsor the Delegate Lanyards. The lanyard will be worn around the necks of all conference attendees at all times, displaying their name tags.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Your logo printed on the lanyards (1 colour print)
- Placement of your company logo on the registration desk
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App

# BRONZE SPONSORSHIP

## Coffee Cart

1 opportunity

**\$2,000 + GST**

*There is one opportunity available to sponsor the Coffee Carts. There will be 2 x coffee carts located in the conference venue for attendees and they will operate throughout both days of the conference. The beverages are free of charge for attendees.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Opportunity to brand the coffee carts and provide branded coffee cups, at own additional cost
- Placement of your company logo on the registration desk
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App

# CONFERENCE SUPPORTER

## Delegate Gift

2 opportunities

**\$1,000 + GST**

*There are two opportunities to provide a branded gift to delegates for either the Wednesday or Thursday session.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Opportunity to provide a branded gift to the delegates at the start of the day (gift to be provided at own cost and to be signed off by the events team)
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App

# CONFERENCE SUPPORTER

## Charging Station

1 opportunity

**\$1,000 + GST**

*There is one opportunity available to sponsor the Charging Station. This will be a large display in a prominent location giving delegates the opportunity to charge their phones/laptops etc.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Opportunity to brand the charging station (at own cost)
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App

# CONFERENCE SUPPORTER

## Energiser

2 opportunities

**\$1,000 + GST**

*There are two opportunities to provide an energiser snack to delegates for either the Wednesday or Thursday afternoon sessions.*

### Your Sponsorship package will include:

- Acknowledgement by the MC of your sponsorship on both days of the conference
- Opportunity to provide an energiser snack to the delegates at the start of the conference afternoon session (energiser to be provided at own cost and to be signed off by the events team)
- Placement of your company logo on plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Placement of your company logo in the Conference App



# EXHIBITION STANDS

**The 2023 conference trade show will be a fun and interactive space giving you multiple opportunities to engage with attendees over two days. We are restricted to 50 stands this year, and the trade show will include:**

- 2 x coffee carts
- All conference catering – morning tea, lunch, afternoon tea and 1 happy hour function
- Fun, interactive games and competitions
- Multiple hours of delegate free time to explore the trade show each day
- No outdoor display space available in 2023

## **Stand Cost and Inclusions:**

Per single booth \$3,500 + GST each

A single booth is 3m x 1.8m with up to 3 velcro receptive walls (number of walls depends on booth location and number of booths you require)

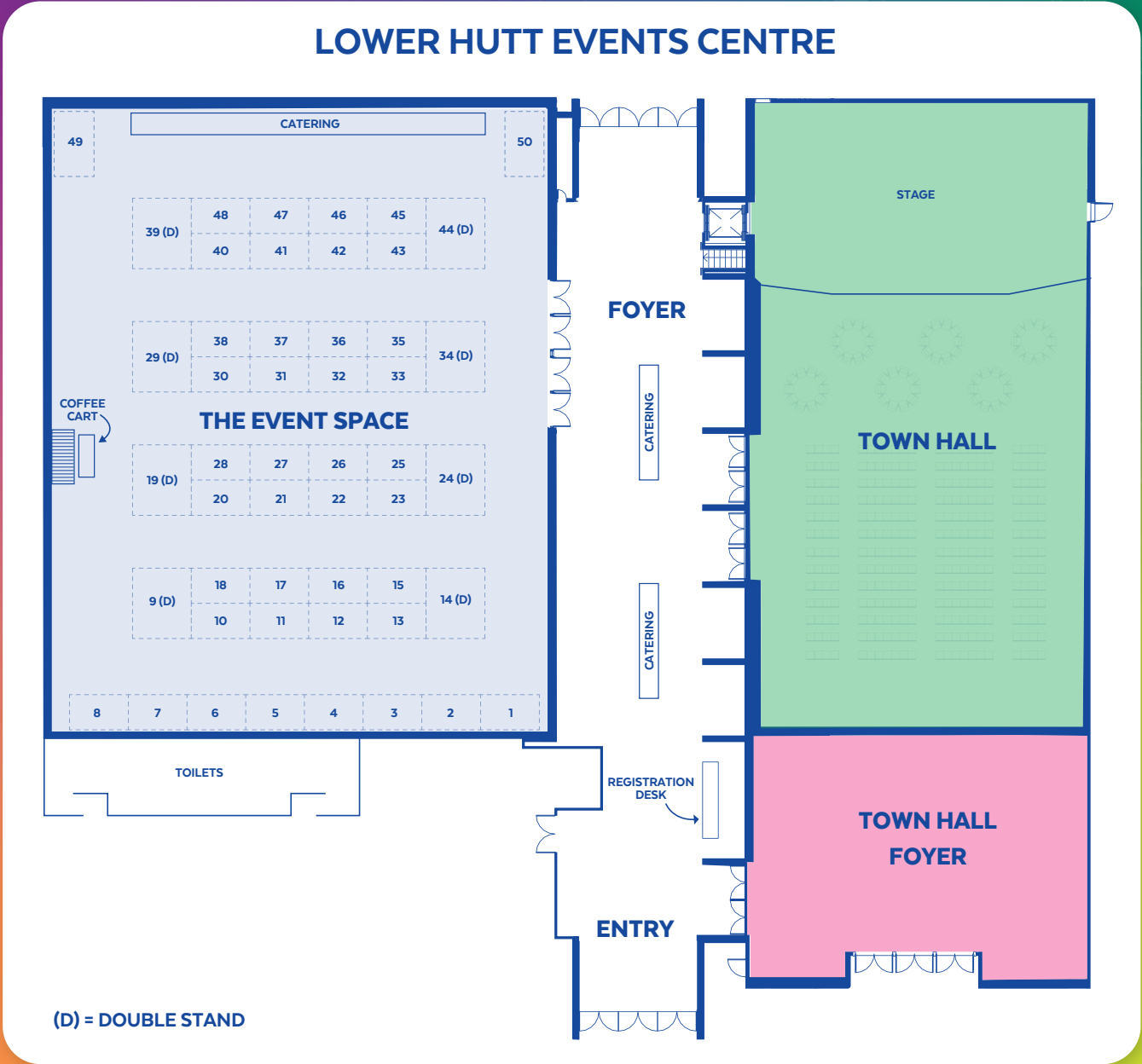
- 1 x 10 amp power supply per single booth
- 2 x 150w spotlights per single booth
- 2 x exhibitor registrations per single booth (full access conference pass including all functions)

## **Additional registrations:**

- Two day full access conference pass, including both functions \$550 + GST each
- Two day full access conference pass (no functions) \$400 + GST each
- Single day full access conference pass (no functions) \$200 + GST each per day
- Additional function tickets \$200 + GST each per function

# EXHIBITION STANDS - Floor Plan

Please note this floor plan is in draft only and is subject to change by the conference organisers.



# CONFERENCE SPONSORSHIP & EXHIBITION ACCEPTANCE FORM

## CONTACT DETAILS

Please fill out the following details:

Company Name

## Sponsor/Exhibitor Main Contact

Name

Email

Title

Website

Phone

## SPONSORSHIP PACKAGE

Please tick the appropriate package below:

- |   |                |  |               |  |                |
|---|----------------|--|---------------|--|----------------|
| <input type="radio"/> <b>Platinum</b> – Principal Sponsor         | POA            | <input type="radio"/> <b>Supporter</b> – Delegate Gift #1          | \$1,000 + gst | <input type="radio"/> <b>Exhibition Stand</b> – single booth 3m x 1.8m | \$3,500 + gst  |
| <input type="radio"/> <b>Gold</b> – Wednesday Party Night         | \$10,000 + gst | <input type="radio"/> <b>Supporter</b> – Delegate Gift #2          | \$1,000 + gst | <input type="radio"/> <b>Exhibition Stand</b> – double booth 6m x 1.8m | \$7,000 + gst  |
| <input type="radio"/> <b>Silver</b> – Conference App              | \$4,000 + gst  | <input type="radio"/> <b>Supporter</b> – Charging Station          | \$1,000 + gst | <input type="radio"/> <b>Exhibition Stand</b> – triple booth 9m x 1.8m | \$10,500 + gst |
| <input type="radio"/> <b>Silver</b> – Catering Full Day Wednesday | \$4,000 + gst  | <input type="radio"/> <b>Supporter</b> – Energiser Snack Wednesday | \$1,000 + gst |  |                |
| <input type="radio"/> <b>Silver</b> – Catering Full Day Thursday  | \$4,000 + gst  | <input type="radio"/> <b>Supporter</b> – Energiser Snack Thursday  | \$1,000 + gst |  |                |
| <input type="radio"/> <b>Silver</b> – Keynote Speaker #1          | \$4,000 + gst  |  |               |  |                |
| <input type="radio"/> <b>Silver</b> – Keynote Speaker #2          | \$4,000 + gst  |  |               |  |                |
| <input type="radio"/> <b>Bronze</b> – Happy Hour                  | \$2,000 + gst  |  |               |  |                |
| <input type="radio"/> <b>Bronze</b> – Lanyards                    | \$2,000 + gst  |  |               |  |                |
| <input type="radio"/> <b>Bronze</b> – Coffee Cart                 | \$2,000 + gst  |  |               |  |                |

Preferred Site Number (first choice):

Preferred Site Number (second choice):

Please note: Every effort will be made to provide you with your preferred stand location, however stands will ultimately be allocated on a 'first in' basis. Double stands are at the end of the rows by default.

## DECLARATION

I (print name)..... agree to sponsor/exhibit at the 2023 HIANZ Conference and Trade Show as indicated above.

I also confirm I have read and understand the Terms & Conditions as outlined on page 22 of this document.

Signed: ..... Date: .....

# TERMS & CONDITIONS

## Payment Terms

For all sponsorship and exhibition packages the following payment terms will apply:

- All prices exclude GST.
- All monies payable must be received (and cleared) by the due date. Failure to do so may result in your organisation being deemed to have cancelled its booking and organisations may be omitted from the conference programme and other material without notice if payment is not received by the due date.
- All bookings will be invoiced at the time of confirmation and are to be paid by the 20th of the following month.

## Applications

- HIANZ reserves the right to reject a sponsorship or exhibition application at its sole discretion.
- Bookings will be allocated only on receipt of a signed application form.
- An email will be sent to you to confirm your booking along with a tax invoice issued by HIANZ.
- The Exhibitor/Sponsor must be a fully paid up member of HIANZ before an application can be accepted.

## Cancellations

All cancellations must be made in writing to HIANZ.

Cancellation of sponsorship or exhibition packages will incur a 10% fee of the full sponsorship or exhibition cost if cancelled on or prior to 30 April 2023, and 100% if cancelled after this date.

## Sponsor & Exhibitor Responsibilities

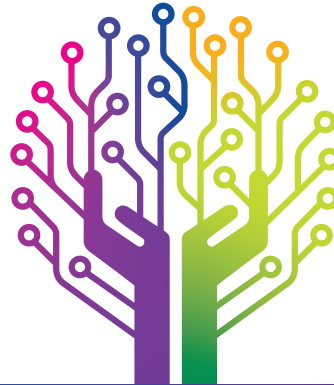
HIANZ will not be responsible for any breach of the agreement arising out of an application for sponsorship or exhibition, if the conference is cancelled, suspended, or reduced due to failure of services or other force majeure events outside of HIANZ's reasonable control.

Where applicable, sponsors and exhibitors will provide and make available to HIANZ their logo with full permission for use of their logo, for use in relevant conference marketing, promotional material and any other opportunities that may arise during the planning of the conference and trade show.

## Further information

For further information and/or to discuss your sponsorship or exhibition opportunities, please contact:

[events@hianz.net.nz](mailto:events@hianz.net.nz)



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Hire Industry Association of New Zealand (Inc.)

[www.hianz.net.nz/conference2023/](http://www.hianz.net.nz/conference2023/)