

**HIRE  
CON 25**

1-2 SEPTEMBER

# EXHIBITOR & SPONSORSHIP PROSPECTUS

1-2 SEPTEMBER 2025

HAERE-ROA EVENTS CENTRE, CHRISTCHURCH



Hire Industry Association of New Zealand (Inc.)

# CONTENTS

01	Presidents' Welcome	3
02	Conference Information 2025 Venues Target Audience Event Promotion	4
03	Conference Programme	5
04	Sponsorship Opportunities	6
	• Conference Sponsor	7
	• Party Night Sponsor	8
	• Opening Keynote Sponsor	9
	• Catering Sponsor	10
	• Coffee Sponsor	11
	• Happy Hour Sponsor	12
	• Delegate Gift Sponsor	13
05	Exhibition Stands Floor plan	14 15
06	Conference Sponsorship & Exhibition Acceptance Form	16
07	Terms & Conditions	17

# PRESIDENTS WELCOME

Welcome to the launch of HIRECON25, taking place at the Haere-roa Events Centre in Christchurch at the beginning of September 2025. This year, we are looking forward to hosting a more intimate, but still highly engaging, experience in Christchurch.

Haere-roa is a modern, multi-purpose events centre located at the University of Canterbury. The centre overlooks the Avon River and features an outdoor amphitheatre, providing a picturesque setting for HIRECON25. The conference will kick off on Monday evening, 1st September 2025, with an Opening Party Night at Muy Muy Tapas and Margaritas Bar in Central Christchurch. The theme is “Day of the Dead,” so make sure to don your best costume to add to this vibrant Mexican venue.

This year, we are holding a one-day conference at Haere-roa on Tuesday, 2nd September 2025. Join us for a more compact and personal conference, featuring a focused exhibition area and micro-education sessions to help you connect, learn, and grow.

HIRECON25 is dedicated to assisting our Hire Members with enhancing their businesses, expanding their knowledge, and achieving success. Additionally, it offers an opportunity for our Supplier Associates to contribute to a premier exhibition event aimed at showcasing and endorsing products that can benefit the hire businesses of our delegates.

This year, we have a smaller exhibition area offering equipment focused on the needs of the Hire Industry. There will be plenty of time for interaction with delegates. The shorter, more focused educational program will feature industry experts and speakers, ensuring that delegates grow their knowledge.

Exhibition space and sponsorship bookings are now open. Spaces are limited this year, so we strongly advise exhibitors to secure their preferred space and sponsorship as soon as possible.

**Amy Gillies**  
HIANZ President



# CONFERENCE INFORMATION

HIRECON25 is a premier event designed to bring our HIANZ members and suppliers together in one place, featuring an intimate boutique exhibition environment this year. The event offers you, the supplier, a unique chance to showcase your products to our members using a combination of exhibition and innovative marketing, fully utilising this beautiful venue.

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 event.

## 2025 Venues:

- 📍 The 2025 conference will be held at **Haere-roa** in Christchurch.
- 📍 **Muy Muy** is a Mexican Tapas & Margarita Bar in central Christchurch and is the location of the much anticipated “Party Night” on Monday 1 September. The theme is “Day of the Dead!”

## 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.

## Event Promotion:

- 📍 Dedicated conference webpage at <https://www.hianz.net.nz/hirecon25/> including hyperlinked sponsor logos.
- ☑ 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

🔍 **click the highlighted links above for more info.**

# CONFERENCE PROGRAMME

## Monday 1 September

11.00am - 5.00pm

⦿ Exhibition Pack In (a schedule of pack in timings for each exhibitor will be provided closer to the conference date)

6.30pm till late

⦿ Party Night at Muy Muy - 'Day of the Dead' theme

## Tuesday 2 September

7.00am - 8.00am

⦿ Final exhibition pack in (as required)

8.00am - 10.30am

⦿ Exhibition, Registration & Morning Tea

10.30am - 12.00pm

⦿ Conference Begins

12.00pm - 1.00pm

⦿ Exhibition & Lunch

1.00pm - 3.30pm

⦿ Conference Resumes

3.30pm - 4.30pm

⦿ Exhibition & Happy Hour

4.30pm - 8.00pm

⦿ Exhibition Pack Out

Please note programme is subject to change by the conference organisers.



## SPONSORSHIP OPPORTUNITIES

Due to the overwhelming response to our sponsorship packages, we are pleased to now offer some additional sponsorship opportunities.

- **Conference Sponsor - SOLD**
- **Party Night Sponsor - SOLD**
- **Opening Keynote Sponsor**
- **Catering Sponsor**
- **Coffee Sponsor - SOLD**
- **Happy Hour Sponsor - SOLD**
- **Delegate Gift**

# CONFERENCE SPONSOR

**SOLD**

As overall Conference Sponsor, your sponsorship package will include:

- Acknowledgement by the MC of your sponsorship at the beginning and end of the conference working programme
- Five minute speaking opportunity at the beginning of the conference
- Access to the full list of delegate names and contact details, post event, where captured
- Placement of your freestanding banner in the conference plenary room
- 500 word write up on the conference website: 'A word from our Conference Sponsor'
- Full page advertisement in the New Zealand Hire & Rental Magazine conference edition (July) (artwork supplied by sponsor)
- Placement of your company logo on attendee nametags
- Placement of your company logo on directional signage
- 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



**HIRE  
CON 25**

# PARTY NIGHT SPONSOR

Muy Muy Tapas & Margarita Bar, 'Day of the Dead' Theme

Monday 1 September

**SOLD**

There is one opportunity available to sponsor the Monday evening Party Night. The theme is 'Day of the Dead', and 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 at the Party Night and at the beginning and end of the conference working programme
- Naming sponsor of the Party Night
- Speaking opportunity at the Party Night to present the Best Dressed awards
- Placement of your freestanding banner at the Party Night
- Access to the full list of delegate names and contact details, post event, where captured
- Half page advertisement in the New Zealand Hire & Rental Magazine conference edition (July) (artwork supplied by sponsor)
- 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 and a short write up about your organisation





# OPENING KEYNOTE SPONSOR

Steve Gurney - The Ultimate Competitor, Innovator & Survivor

Tuesday 2 September

**\$6,000 + GST**

As the Opening Keynote Sponsor, your sponsorship package will include:

- Acknowledgement by the MC of your sponsorship at the beginning and end of the conference working programme, as well as at the beginning of the opening keynote session
- Naming rights as the opening keynote sponsor, with opportunity to introduce the speaker at the beginning of their presentation
- 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 and a short write up about your organisation
- Access to the full list of delegate names and contact details, post event, where captured



# CATERING SPONSOR

Tuesday 2 September

**\$4,000 + GST**

Fuel the minds (and appetites!) of HIRECON25 delegates by becoming the exclusive Catering Sponsor for the main conference day at the Haere-roa Events Centre on 2 September. This high-visibility sponsorship ensures your brand is front and centre during one of the most critical networking moments of the event - when delegates refuel and recharge. With premium branding opportunities across the catering space, this is a prime chance to make a lasting impression.

As the Catering Sponsor, your package will include:

- Acknowledgement by the MC of your sponsorship at the beginning and end of the conference working programme
- Naming rights as the catering sponsor with opportunity to provide a pull up banner in the catering location
- 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
- Access to the full list of delegate names and contact details, post event, where captured
- Placement of your company logo on signs on the catering tables



# COFFEE SPONSOR

Tuesday 2 September

**SOLD**

The Foundry is a unique and lively café & bar located near the entrance of the conference venue. Conference attendees will each receive a ticket for a free coffee.

As the Coffee Sponsor, your sponsorship package will include:

- Acknowledgement by the MC of your sponsorship at the beginning and end of the conference working programme
- Placement of your company logo on the coffee tickets
- 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
- Access to the full list of delegate names and contact details, post event, where captured



# HAPPY HOUR SPONSOR

Tuesday 2 September

**SOLD**

The Happy Hour will run at the conclusion of the conference working programme from 3.30pm to 4.30pm and will take place within the exhibition areas.

As the Happy Hour Sponsor, your sponsorship package will include:

- Acknowledgement by the MC of your sponsorship at the beginning and end of the conference working programme
- 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 plenary sponsor holding slides
- Placement of your company logo on the conference website, with a link to your website
- Access to the full list of delegate names and contact details, post event, where captured

# DELEGATE GIFT SPONSOR

## - Branded Margarita Tumblers

**\$2,000 + GST**

Be part of the HIRECON25 Day of the Dead Party Night in a way that ensures your brand is in the hands of every attendee - literally! This exclusive sponsorship opportunity is for the Margarita Tumblers, a premium branded keepsake that will be handed out (filled with Muy Muy's legendary margaritas!) to all guests attending the Party Night.

Your company logo will be printed in one colour alongside a striking Day of the Dead design, creating a memorable and long-lasting brand presence. At the end of the evening, Muy Muy will wash and package each tumbler in a branded box, and these will be available for delegates to take home the next day.

As the Delegate Gift Sponsor, your package will include:

- Placement of your company logo on the tumblers and on the boxes
- Placement of your company logo on plenary sponsor holding slides
- Access to the full list of delegate names and contact details, post event, where captured

*Since this delegate gift will be distributed during party night, this sponsorship opportunity is exclusively available to non-competitors of our Party Night Sponsor "Access Specialties".*



# EXHIBITION STANDS

The 2025 conference trade show will have much more of a boutique feel to it – encouraging multiple opportunities for attendee engagement, through innovative exhibition sites.

The trade show will include:

- All conference catering as well as the Happy Hour
- Multiple opportunities for delegate free time to explore the trade show in between conference sessions
- An interactive delegate exhibition game with great prizes up for grabs
- Limited outdoor spaces overlooking the amphitheatre

**Stand Costs** (please refer to the floor plan on page 13)

## Stands 1-13

- 3m wide x 2m deep
- \$2,500 + GST each

## Stands 14-18

- See floorplan (page 13) for approximate sizes
- \$2,500 + GST each

## Stands 19-26

- 3m wide x 1.2m deep
- \$2,000 + GST

## Stands 27-33

- 3m wide x 2m deep
- \$2,500 + GST

## Outdoor Spaces 34 -38

- 5m wide x 3m deep
- \$500 + GST each (note must purchase an inside stand first)

**Stand Inclusions** (indoor)

- 1 x 1.8m long trestle table (no cloth)
- 2 x chairs (more available on request)
- 1 x 10amp power supply
- 1 x full conference registration (including the Party Night)

Note: to keep the exhibition space inviting, there are no expo walls this year.

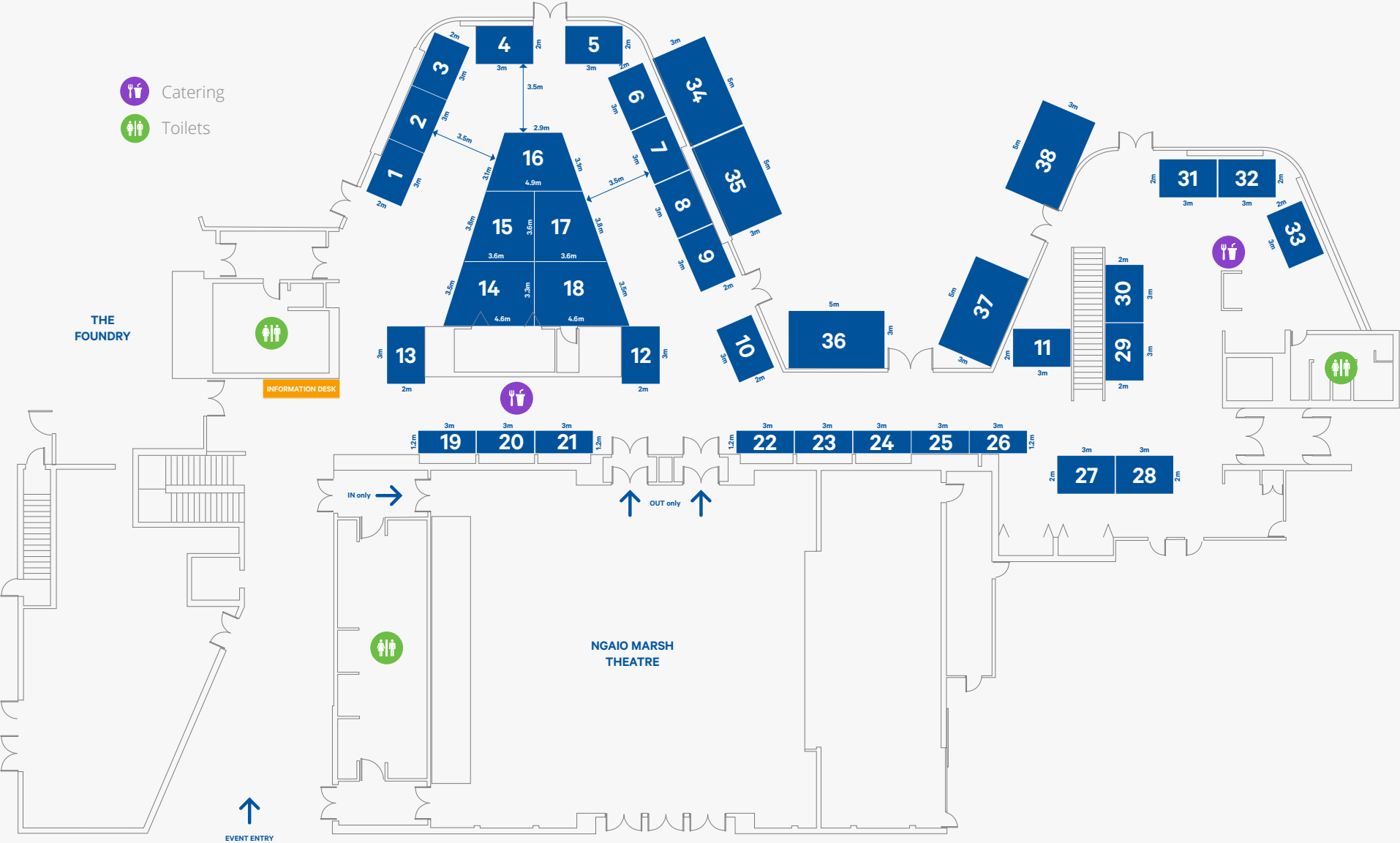
**Stand Inclusions** (outside)

- 5m w x 3m d outdoor space (only), visible from within the indoor exhibition space
- You must book an indoor space to be eligible to book an additional outdoor space
- No conference registrations or Party Night tickets are included
- Overnight security is provided

# FLOOR PLAN

Please note this floor plan is subject to change by the conference organisers. Any such changes will be advised.

Please note, while we have made every effort to ensure the stand dimensions are accurate, the unique shape of the venue means there may be minor variations in measurements. We are confident these dimensions are very close to the actual sizes, but they should be considered approximate.



# 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 AND/OR EXHIBITION PACKAGE

Please tick the appropriate package below:

- Conference Sponsor** SOLD
- Party Night Sponsor** SOLD
- Opening Keynote Sponsor** \$6,000 + GST
- Catering Sponsor** \$4,000 + GST
- Coffee Sponsor** SOLD
- Happy Hour Sponsor** SOLD
- Delegate Gift Sponsor** \$2,000 + GST
  
- Stands 1-13 (3m wide x 2m deep)** \$2,500 + GST
- Stands 14-18 (see floorplan for approx. sizes)** \$2,500 + GST
- Stands 19-26 (3m wide x 1.2m deep)** \$2,000 + GST
- Stands 27-33 (3m wide x 2m deep)** \$2,500 + GST
- Outdoor Spaces 34-38 (5m wide x 3m deep)** \$500 + GST

(NB, must purchased alongside an indoor stand)

**Every exhibition stand purchased includes one full conference registration (including the Party Night). Additional member registrations can be purchased for \$500 + GST, or \$400 + GST for Young Professionals.**

Preferred Stand Number (first choice):

Preferred Stand 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.*

## DECLARATION

I (print name) ..... agree to sponsor/exhibit at the 2025 HIANZ Conference and Trade Show as indicated above.

I also confirm I have read and understand the Terms & Conditions as outlined on page 15 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 31 July 2025, and 100% if cancelled after this date.

## Sponsor & Exhibitor Responsibilities

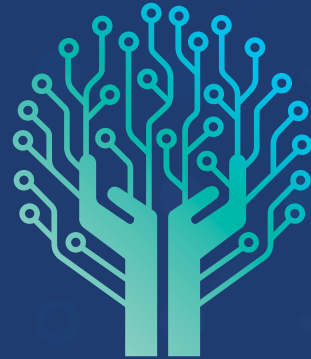
HIANZ will not be responsible for any breach of the agreement arising out of an application for sponsorship or exhibition, if the conference is cancelled, suspended, or reduced due to failure of services or other force majeure events outside of HIANZ's reasonable control.

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**



# HIRE CON 25

1-2 SEPTEMBER

[www.hianz.net.nz/hirecon25/](http://www.hianz.net.nz/hirecon25/)