

IAP2A NZ Community and Stakeholder
Engagement Symposium

Sponsorship Opportunities

Build relationships, generate leads and enhance
brand awareness

Te Papa, Wellington, 21 - 22 March 2023



A little bit about IAP2

Your peak body for engagement; and your place to grow your knowledge, develop your network, connect with peers, realise opportunities and gain insight;

IAP2 Australasia's mission is to advance the practice of community and stakeholder engagement through education, advocacy and building partnerships.

As an international leader in public participation, IAP2 has developed tools that are widely used and acknowledged. These are the Core Values for Public Participation for use in the development and implementation of public participation processes; and the IAP2 Public Participation Spectrum which assists with the selection of the level of participation that defines the public's role in any community engagement program. Additionally, the Quality Assurance Standard for Community and Stakeholder Engagement, is recognised as the international standard for public participation practice.

How IAP2 Australasia can help you

Are you looking to engage with over 11,000 of Australia and New Zealand's best and brightest engagement professionals?

Do you want to have your brand associated with best practice in community and stakeholder engagement?

As a sponsor of the NZ symposium, you can gain access to IAP2 Australasia's rapidly growing network of enthusiastic and committed professionals who are increasingly becoming the key influencers and decision makers in government, business and industry.

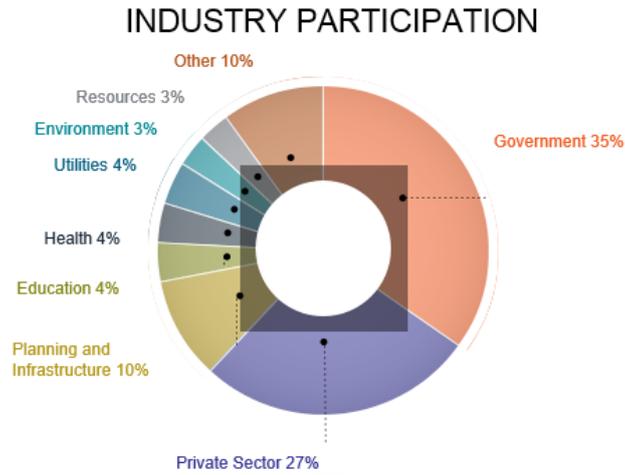
About the New Zealand Symposium

“Clarity through ambiguity?”

We live in turbulent times, the rulebook is constantly changing and we're moving at pace to keep up with BIG issues. How we respond to climate change, grow more sustainable cities and communities, move more people in less cars, communication in global pandemics, work with other cultures and build iwi partnerships are central to massive regulatory reform in Aotearoa right now. The rules are being re-written on local government, water regulation, the resource management act, education, health, justice and more, in an environment that is rife with distrust in authority and traditional information channels.

How do we as IAP2 practitioners support communities and organisations to engage in informed and equitable participation, when the only constant is change?

Who are our members?



Who attends our major events?



Don't just take our word for it...

"This is my first experience with IAP2 Australasia event and it definitely left me inspired and energised to see so many people doing so much great work!"

"The forum was well organised and it was amazing to see so many community development opportunities in the private sector."

"The networking was so fabulous, everyone was so friendly."

"Overall I thought it was a very tight and relevant forum. I personally got a lot out of it. As a result I will be joining IAP2 Australasia."

"The key note speakers were brilliant, fresh, and insightful."

"I thoroughly enjoyed the Symposium..."

Always a shame I cannot be in two or three places at once."

"The master classes are sensational, they are always entertaining and challenge us to make changes happen by changing ourselves."

"The key guest speakers were great and they have challenged participants to be creative about their community engagement."

How sponsorship can meet your objectives

Reach out to Engagement Professionals

When it comes to sponsorship, IAP2 Australasia likes to work with our sponsors to understand your objectives and help you to leverage your sponsorship investment.

Based on past conversations with our sponsors, we have developed the following packages for 2023. And, of course, we are open to working with you to building a customised sponsorship package that meets your needs, and budget. Just ask us.

Engage, connect, build relationships and be seen as a thought leader

- Exhibiting services, products and your people
- Sponsoring keynote plenary sessions
- Sponsoring social functions
- Acknowledgment of your sponsorship in social media posts to over 15,000 IAP2 Australasia social media followers
- Opportunity to hold a pre-symposium workshop or post-symposium site tour, or social functions
- Symposium attendance (complimentary and discounted registrations available for sponsors)

Enhance brand awareness

- Acknowledgment in symposium promotions and emails to our 12,000-strong network of engagement professionals
- Opportunity to have your branding on symposium materials including coffee cups, lanyards, water bottles, napkins, cupcakes and more
- Your logo on symposium signage, website, screens, and program.

Drive sales and generate leads

- Exhibiting services, products and your people with lead generating activities and incentives
- Hold a pre-symposium workshop or post-symposium site tour
- Provide a gift, sample, flyer or giveaway to delegates

Sponsorship opportunities at a glance

All prices are in NZD. Your choice of an Australian or New Zealand Tax invoice, in AUD or NZD can be issued as required.

Principle Sponsor \$5000
Coffee Hub Sponsor \$3500
Innovation & Thought Leadership Sponsor \$3000
Sustainability Sponsor \$3000
Welcome Reception Sponsor \$3000
Site Tour Sponsor \$2000
Table Top Display Sponsor \$1500

Plus opportunities to sponsor catering breaks lollies, chocolates, cupcakes, merchandise and more!

Do you have a great idea?
Let's talk about it!

Principal Sponsor

The Principal Sponsor Package offers the highest level of sponsorship exposure and provides the most significant opportunity to link with public and private sector organisations and communities across Australia and New Zealand. It presents a unique opportunity for profiling and positioning as an industry leader in the area of community and stakeholder engagement. Key benefits include keynote speaker sponsorship acknowledgment, exclusive branding opportunities and prominent exposure.

Prior to the event

- Exclusive recognition as principal sponsor for the event in symposium promotions
- Logo and 100-word company profile on the symposium web page
- Two dedicated social media posts in the lead up to the symposium, with a link to your company site

During the event

- Exclusivity of recognition as principal sponsor for the event
- Verbal acknowledgment as principal sponsor in the opening and closing sessions of the symposium
- Opportunity to have a representative speak to delegates (up to 5 minutes) during the symposium at a time agreed on by the sponsor and IAP2 Australasia
- Option to display your organisational banners in plenary symposium room
- Keynote speaker sponsorship
 - Screen and verbal acknowledgment at commencement of one keynote speaker session (speaker to be agreed upon by IAP2 Australasia and Principal Sponsor)
 - Opportunity to display your banner on stage during the keynote presentation
- Exclusive lanyard sponsorship
 - Co-branded with your logo and IAP2 logo
- Opportunity to hold a sponsored workshop (will be concurrent to other sessions) on the first day (12 May) at own cost
- Two trade tables
- Two complimentary full registrations (including social functions)
- Two discounted full registrations (including social functions)
- Logo given a prominent position on official symposium signage
- Opportunity to provide one gift, sample, flyer or giveaway to delegates (seat drop in plenary)

NZ symposium investment: \$5,000

Innovation and Thought Leadership Sponsor

If your organisation aims to be perceived as a pioneer of new ideas and future thinking, then this package could be just the right fit. With an opportunity to run a pre-symposium workshop (you provide the speaker!) and also be associated with one of the keynote plenary sessions (IAP2A provides the speaker), this package provides an opportunity to align your organisation with smart thinking.

Prior to the event

- Exclusive recognition as thought leadership sponsor of the event in symposium promotions
- Logo and 50-word company profile on the symposium web page
- One dedicated social media post in the lead up to the symposium, with a link to your company site

During the event

- Keynote/plenary session sponsorship
 - Screen and verbal acknowledgment at commencement of a keynote speaker session (to be agreed upon by IAP2 Australasia and Sponsor)
 - Opportunity to display your banner on stage during the keynote presentation
- Verbal acknowledgment as Innovation and Thought Leader Sponsor in the opening and closing sessions of the symposium
- One trade table
- One complimentary full registration (including social functions)
- One discounted full registration (including social functions)
- Logo on signage
- Opportunity to provide one gift, sample, flyer or giveaway to delegates (seat drop in plenary)

NZ symposium investment: \$3,000

Coffee Hub Sponsor

The coffee cart is the most popular place to be at any symposium. Be central to the action with your branding on the barista coffee cart. You can even supply your own branded coffee cups, napkins, treats or have the barista wear a branded cap or apron.

IAP2 Australasia covers the cost of the coffee cart hire, barista and coffees/beverages consumed. All you need to cover is signage and any giveaways or branded consumables (such as branded coffee cups).

Prior to the event

- Exclusive recognition as coffee hub sponsor of the event in symposium promotions
- Logo and 50-word company profile on the symposium web page
- One dedicated social media post in the lead up to the symposium, with a link to your company site

During the event

- Branding and signage rights on coffee barista cart located near the main symposium room (signage at own cost)
- Opportunity to supply branded coffee cups (at own cost) or other consumables – for example branded napkins, cookies or provide a branded apron and cap for the barista to wear.
- One trade table
- One discounted full registration (including social functions)
- Logo on signage

NZ symposium investment: \$3,500



Sustainability Sponsor

Delegates love a good giveaway especially if they can be useful long after the event. This year show your organisation's sustainability commitment with branding on the official Symposium glass water bottles which will be given to each delegate to use during the symposium and to take home.

Prior to the event

- Exclusive recognition as sustainability sponsor of the event in symposium promotions
- Logo and 50-word company profile on the symposium web page
- One dedicated social media post in the lead up to the symposium, with a link to your company site

During the event

- Your branding on sustainable water bottles for delegates (provided by IAP2 Australasia)
- Verbal acknowledgment as sustainability sponsor in the opening and closing sessions of the symposium
- One trade table
- One complimentary full registration (including social functions)
- One discounted full registration (including social functions)
- Logo on signage
- Opportunity to provide on gift, sample, flyer or giveaway to delegates (seat drop in plenary)

NZ Symposium investment: \$3,000



Welcome Reception Sponsor

Be seen as the “fun sponsor” through sponsorship at the symposiums most prominent social function. Take a few extra team members along to network and make the most of this opportunity.

Prior to the event

- Exclusive recognition as welcome reception sponsor of the event in symposium promotions
- Logo and 50-word company profile on the symposium web page
- One dedicated social media post in the lead up to the symposium, with a link to your company site

During the event

- Welcome Reception Sponsor acknowledgment
- Opportunity to display banners at welcome reception, and provide branded napkins or other products (at own cost)
- Verbal acknowledgment as welcome reception sponsor in the opening and closing sessions of the symposium
- One trade table
- One complimentary full registration (including social functions)
- One discounted full registration (including social functions)
- Four additional tickets to the Welcome Reception
- Logo on symposium signage
- Opportunity to provide on gift, sample, flyer or giveaway to delegates (seat drop in plenary)

NZ symposium investment: \$3,000



Site Tour Sponsor

Build relationships, show off your work and connect with a group of delegates by hosting a site tour after the symposium.

Prior to the event

- Exclusive recognition as site tour sponsor of the event in symposium promotions
- Logo and 50-word company profile on the symposium web page
- One dedicated social media post in lead up to the symposium, with a link to your company site

During the event

- Recognition as site tour sponsor during the symposium and site tour
- One trade table
- One discounted full registration (including social functions)
- Four additional site tour tickets for your representatives
- Logo on signage
- Opportunity to provide one gift, sample, flyer or giveaway to delegates (on the tour)

NZ symposium investment: \$2,000



Table-top Display Opportunity

- 1 trade table
- 1 discounted full registration (including social functions)
- Logo on symposium webpage and signage
- Listing on symposium website

NZ symposium investment: \$1,150 (incl. GST)

Notes

- *Discounted registration referred to throughout this document is a half-price standard full member-rate registration*



How to make the most of your sponsorship

1. Decide on your objectives. Identify and focus on what you want to achieve out of your sponsorship to help direct your sponsorship plan and activities. Examples of objectives might include:
 - Drive awareness of your brand to delegates and the wider IAP2 Australasia audience.
 - Collect leads and contacts.
 - Establish a leadership position in the profession or differentiate from competitors.
 - Create goodwill.
 - Increase sales and revenue.
 - Align yourself with IAP2 and IAP2 Australasia.
 - Networking opportunities.
 - Showcase a particular service or product.
2. Have a plan that maps out the following:
 - What your key messaging will be, and how you will communicate this in the lead up to, and during the event.
 - Additional budget to implement your sponsorship – flyers, giveaways, travel and accommodation, additional registrations, banners etc.
 - How will you promote your sponsorship and association with the event in the lead up to the event?
 - How you will interact with delegates at the symposium.
 - Will you offer any incentives to visit your table? For example, a competition, fun or interactive activity or giveaways.
3. Assign a team member to take ownership and coordinate responsibilities such as organising the exhibition display, organise registration, travel and accommodation for team members who will attend the symposium, liaise with the symposium organiser and deliver collateral and giveaways.
4. Invite your customers and leverage the sponsorship as an opportunity to communicate with your existing clients and to see you there. This will also demonstrate your commitment to them and your contribution to the profession. Plus, it means you will have advocates in the room who might help to spread the word about your offering. Sponsoring an event can also be an opportunity to invite prospects to attend and interact with you in a less formal way.
5. Add value to attendees to help make your contribution to the experience more memorable. Consider putting together an attendee-only-offer or a time-based-offer that you can communicate to people on the day or even in the lead up. Perhaps you can provide a white paper, or an industry report or give away a strategy consultation. Regardless of the format, this component should be designed to be of value to the attendees and position your brand accordingly.
6. Take advantage of content creation opportunities at the symposium. Take images and video for social media posts. Write a blog or newsletter article on something you learnt (or presented) in a session. Take some happy snaps of staff, and don't forget to use the hashtag #IAP2Australasia
7. Incorporate some fun and play. Attract delegates to your exhibition stand with playful ideas such

as holding mini competitions throughout the day; providing games; using AR/VR; engage a massage practitioner to provide free mini-massages; provide goody bags or have a photo booth or caricature artist at your exhibition table. Even guessing how many lollies are in the jar is still a popular activity!

8. Capture attendee data. IAP2 Australasia will provide sponsors with an electronic delegate list with the name and organisation of delegates (unless a delegate has expressly not permitted us to do so). Due to our privacy policy and in consideration of our members, IAP2 Australasia will not provide contact details.

It is important to consider how you can personally get permission to communicate with delegates on an ongoing basis. Perhaps you can offer them an information exchange and provide them something of value. You might have an interactive element on your stand or implement a more manual process. A simple collection of business cards in return for entering a competition. Regardless of how you do it, put some consideration into how you can capture attendee information and how this information will then be input into your existing systems and processes for prospects following the event.

9. Follow up! Events play an integral role in generating awareness, evaluation and credibility in the purchasing process. This means you need to follow up. Whether it is a one-on-one follow up based on conversations or a targeted follow up campaign using details acquired via an at-event-campaign, it is important that this is part of the plan and that time is allocated straight after the event to do so. If there is no follow up, there will be limited results.

Next steps

Enquire today! Our sponsorship packages usually sell out in advance, so we recommend taking early action to secure your preferred sponsorship option. Simply email Matthew Buxton, Business Development Manager, IAP2 Australasia via email info@iap2.org.au to indicate your interest in sponsorship.

Cancellation Policy

Due to the considerable administration associated with this event:

A cancellation fee equivalent to 10% of the deposit will be incurred should confirmed agreements be cancelled. Cancellations 12 weeks before the event will be subject to a 50% cancellation fee.

Cancellations 6 weeks before the event will be subject to a 100% cancellation fee.

All requests for cancellations must be made in writing to IAP2 Australasia c/o Matthew Buxton, Business Development Manager.

See the next page for Terms and Conditions.

Terms and Conditions

- All sponsorships will be awarded on a first-come, first-served basis.
- All sponsors need to be a member of IAP2 Australasia at a small business or corporate level.
- Sponsors need to be committed to the practice of public participation and community engagement.
- IAP2 Australasia reserves the right to accept or reject sponsors without giving reasons.
- The details in this document are correct at the time of publication. The event organisers do not accept responsibility for any changes that may occur.
- Placement and size of logos included in the event material will be at the discretion of the event organisers and will reflect the level of support given by your organisation.
- All signage will be designed to suit the requirements of the venue.
- Sponsors are required to provide their logo image in the format requested by IAP2 Australasia and other details required to IAP2 Australasia within 10 working days of acceptance of the sponsorship.
- IAP2 Australasia requests that each sponsor who is provided with a hyperlink from the IAP2 Australasia Symposium webpage authorise a reciprocal link from your organisation's website to the IAP2 Australasia website be provided.
- All company representatives must complete an event registration form (for name tag and catering purposes).
- All company representatives attending and participating in the event must register and pay the nominated registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased at the nominated rates.
- A completed and signed sponsorship confirmation form must be submitted to initiate sponsorship. Subject to acceptance of the sponsorship, a tax invoice and contract outlining requirements will be provided. The sponsorship will not be deemed confirmed until the required payment has been made and the completed contract returned to IAP2 Australasia.
- Placement within the exhibitors display area is at the discretion of the organisers who may make changes at any time due to logistics and safety reasons or otherwise. Exhibition space is provided as standard space. The space includes floor space only and a standard table and two chairs. All costs associated with advertising, display space, printing, branded gifts (and such costs incurred with sponsorship) are to be covered by the sponsor.
- IAP2 Australasia retains the right to change the venue without prior notification including if they deem it to be in the interests of the event, or for reasons beyond their control.
- Sponsorship prices detailed in this prospectus are in NZD dollars and are excluding GST. (An Australian tax invoice can be issued instead of a NZ tax invoice, upon request.)
- Multiple sponsors from the same industry sector may be accepted into sponsorship categories.
- The time and duration of the table-top display shall be at the discretion of IAP2 Australasia. In any event IAP2 Australasia shall notify the exhibitor of the opening and closing times no later than 7 days prior to the date of the exhibition.
- The sponsors shall be responsible and liable for any loss (including consequential losses), damage or claims arising out of injury to members of the public or damage to any persons' property, materials or possessions by reason of the works, acts or omissions of the exhibitor, its employees or agents. The sponsor shall be responsible for any loss or damage (including without limitation consequential losses) caused to the venue, any stands and/or fittings supplied within the cost of participation and to any third parties howsoever arising as a result of the acts or omissions (or failure to act) of the exhibitor, their employees, sub-contractors or agents.
- IAP2 Australasia expressly decline any responsibility for the safety of possessions, materials or property of the exhibitor or their employees, contractors, suppliers and agents or any other person, for loss, damage, destruction by theft, fire or any other cause, save and except any death or personal injury caused by IAP2 Australasia's negligence.

IAP2 Australasia Contact Details

Matthew Buxton, Business Development Manager

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