

MaDE2021

Sponsorship Opportunities

MaDE2021 is offering the following standard and specific sponsorship opportunities designed to provide maximum leverage for our sponsors and supporters during our MaDE2021 conference.

Standard Sponsorship Opportunities	Investment*
Conference Partner	\$20,000 or more – one available
Platinum Sponsor	\$15,000
Gold Sponsor	\$10,000
Silver Sponsor	\$7,500
Bronze Sponsor	\$5,000

Specific Sponsorships	Type*
Exhibition Booth only (excludes delegate)	\$1,500
Exhibition Booth Add-on	\$1,000
Conference Lanyards	\$3,500
Café Style Coffee Cart	\$8,000 – one available
Catering Sponsors	Dinner (\$10,000) – one available
	Lunch (\$7,500) – two available
	Tea (\$5,000) – four available
	Student Innovation Showcase (\$5,000) – one available
	Post-Event Function (\$5,000) – one available

*** All prices are in NZ\$ and EXCLUDE GST**

We are happy to discuss other sponsorship arrangements should none of these options prove suitable to you.

Conference Partner

\$20,000 or more, plus GST – one available

Sponsor will be identified as a partner of the conference and will be entitled to:

- Complementary registrations to the conference (# TBC based on sponsorship amount)
- Opportunity for company staff to be actively involved as Keynote Speakers, in Panel Discussions, Breakout Sessions, Round Table Discussions, Technical Sessions
- Opportunity for company to be involved in the planning of the event through active participation in the MaDE Conference Committee
- Two-page spread advertisement (or one page, of preferred) in the conference handbook (full colour artwork to be supplied by company at a size to be specified)
- Company logo, paired with University of Auckland logo on all conference emails as well as on the conference website, hyperlinked to company website
- Exhibition booth in the exhibition area of the conference
- Company flyers and other promotional material to be included in conference pack
- Full list of conference delegates

Platinum Sponsorship

\$15,000 plus GST

Sponsor will be identified as a key sponsor of the conference and will be entitled to:

- Four complementary registrations to the conference, including dinner tickets
- Option to take up naming rights to one Catering Sponsorship option if still available (first come – first serve)
- A one-page advertisement in the conference handbook (full colour artwork to be supplied by company at a size to be specified)
- Company logo on the conference website hyperlinked to company website
- Exhibition booth in the exhibition area of the conference
- Company flyers included in conference pack
- Full list of conference delegates

Gold Sponsorship

\$10,000 plus GST

Sponsor will be identified as a key sponsor of the conference and will be entitled to:

- Three complementary registrations to the conference, including dinner tickets
- Option to take up naming rights to one Catering Sponsorship option if still available (first come – first serve)
- A one-page advertisement in the conference handbook (full colour artwork to be supplied by company at a size to be specified)
- Company logo on the conference website hyperlinked to company website
- Exhibition booth in the exhibition area of the conference
- Company flyers included in conference pack
- Full list of conference delegates

Silver Sponsorship

\$7,500 plus GST

Sponsor will be identified as a significant sponsor of the conference and will be entitled to:

- Two complementary registrations to the conference, including dinner tickets
- Option to take up naming rights to one Lunch or one Morning/Afternoon Tea Catering Sponsorship option if still available (first come – first serve)
- A half-page advertisement in the conference handbook (full colour artwork to be supplied by company at a size to be specified)
- Company logo on the conference website hyperlinked to company website
- Exhibition booth in the exhibition area of the conference
- Company flyers included in conference pack
- Full list of conference delegates

Bronze Sponsorship

\$5,000 plus GST (does not include Exhibition Booth)

Sponsor will be identified as a major sponsor of the conference and will be entitled to:

- One complementary registration to the conference, including dinner ticket
- Option to take up naming rights to one Morning/Afternoon Tea Catering Sponsorship option if still available (first come – first serve)

- A one-third page advertisement in the conference handbook (full colour artwork to be supplied by company at a size to be specified)
- Company logo on the conference website hyperlinked to company website
- Company flyers included in conference pack
- Full list of conference delegates

*Note: Exhibition booth in the exhibition area of the conference (additional \$1,000) **

Exhibition Booth Only

\$1,500 plus GST (does not include delegate)

Sponsor will be entitled to:

- An unmanned exhibition booth in the exhibition area of the conference (*at least one delegate will need to register to attend the event, with dinner ticket optional*)
- Company flyers included in conference pack

Note: Exhibition Booths are available on a first come – first serve basis. Exhibition area space limitations will influence availability. Registrations are to be purchased separately.

Exhibition Booth Add-on

\$1,000 plus GST

Sponsor will be entitled to increase the booth size in their selected package to a Double booth *OR* to add an exhibition booth to the Conference Lanyards package and to ALL Bronze level packages, including the following catering sponsorships: Student Innovation Showcase, Post-Event Function and Morning/Afternoon Teas.

Note: Exhibition Booths are available on a first come – first serve basis. Exhibition area space limitations will influence availability.

Conference Lanyards

\$3,500 plus GST

Sponsor will be entitled to:

- Company logo included on all conference lanyards

Note 1: Organisation to supply company logo suitable for inclusion on conference lanyard as organised by the conference committee.

*Note 2: Exhibition booth in the exhibition area of the conference (additional \$1,000) **

Café Style Coffee Cart

\$8,000 plus GST – one available

Sponsor will be entitled to:

- Signage branding of café style coffee cart
- Exhibition booth in the exhibition area of the conference
- Company logo alongside conference logo on branded sustainable takeaway style coffee cup (1 per delegate)
- Company logo on the conference website hyperlinked to company website
- Company flyers included in conference pack
- Full list of conference delegates

Note: Sustainable takeaway style cup will be coordinated by the conference committee. This activation will only be provided under sponsorship

Catering Sponsorships*

* *Limit of one catering session per sponsor*

Conference Dinner (\$10,000 plus GST) – one available

Sponsor will be entitled to:

- All Gold Sponsorship benefits
- Naming rights to Conference Dinner
- Company Logo printed on the conference dinner menu
- Right to have company promotional material available for delegates during the sponsored catering session

*Note: If the Dinner Sponsorship is already taken, a Gold Sponsor could opt for naming rights of **one** Lunch session OR **one** Morning or Afternoon Tea session on either of the two conference days*

Lunch (\$7,500 plus GST) – two available

Sponsor will be entitled to:

- All Silver Sponsorship benefits
- Naming rights to Lunch on either of the two conference days
- Right to have company promotional material available for delegates during the sponsored catering session

*Note: If the Lunch Sponsorships are already taken, a Silver Sponsor could opt for naming rights of **one** of: Morning or Afternoon Tea, Student Innovation Showcase or Post-Event Function*

Tea (\$5,000 plus GST) – four available

Sponsor will be entitled to:

- All Bronze Sponsorship benefits
- Naming rights to one Morning or one Afternoon Tea on either of the two conference days
- Right to have company promotional material available for delegates during the sponsored catering session

*Note: Exhibition booth in the exhibition area of the conference (additional \$1,000) **

Student Innovation Showcase (\$5,000 plus GST) – one available

Sponsor will be entitled to:

- All Bronze Sponsorship benefits
- Naming rights to the Student Innovation Showcase session which is a pre-dinner function event on Day 1 of the conference
- Right to have company promotional material available for delegates during the sponsored catering session

*Note: Exhibition booth in the exhibition area of the conference (additional \$1,000) **

Post-Event Function (\$5,000 plus GST) – one available

Sponsor will be entitled to:

- All Bronze Sponsorship benefits
- Naming rights to the Post-Event Function after the Closing Ceremony on Day 2 of the conference
- Right to have company promotional material available for delegates during the sponsored catering session

*Note: Exhibition booth in the exhibition area of the conference (additional \$1,000) **

TERMS AND CONDITIONS

The following terms and conditions apply to your application to sponsor and/or exhibit.

You/Your – Sponsoring / Exhibition organisation
We/Us – Event Services, The University of Auckland (acting as agent for the conference local organising committee) and MaDE2021.

By returning the signed Application to Sponsor or Exhibit form you agree to be a sponsor of MaDE2021, being held at Cordis Auckland, on 15 and 16 November 2021 on the terms and conditions set out below.

We reserve the right to refuse or deny any application. Details may change without notice. Please refer to the conference website for the latest information.

General

You will be informed of all deadlines for the provision of information or materials through email updates and the conference website. The deadlines for delivery or supply of materials, information or artwork are not negotiable. If materials, information or artwork required by Us are not received 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 participants' details on the delegate list. Sponsors and exhibitors are not entitled to entry into the conference sessions or social events unless the relevant tickets are offered as part of the particular sponsorship package. However, should sponsors and exhibitors wish to attend the conference as a delegate, the appropriate registration form must be completed online, and the applicable registration fee paid.

Finance

All prices exclude GST and are quoted in NZ Dollars. Payment of sponsorship/exhibition must be made in full within 30 days of confirmation. If full payment is not received within 30 days of confirmation, the application may be considered cancelled, and sponsorship/exhibition space may be reassigned.

Sponsorship entitlements will not commence until payment has been received.

In the event of cancellation, an administration fee of \$250 will apply prior to 13 August 2021. No refunds on sponsorship will be made for cancellations received on or after 13 August 2021. Cancellations must be made in writing and forwarded to Event Services, The University of Auckland.

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.

Please note that your requested category of sponsorship may have a limit to the number of sponsors as specified in the attached documentation and preference will be determined in order of receipt of the signed Application to Sponsor or Exhibit form and payment. The conference secretariat will notify you if you are unable to participate in your requested category.

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 conference premises or a part thereof, excluding any such liability caused by the sole negligence of the venue, its employees, and agents. We will not be liable and make no guarantee of the number of visitors to the exhibition.

We will not be accountable for the level of commercial activity generated.

Exhibitor notes

You are confined to products manufactured by, or services rendered by, the exhibitor. You may not assign, share, sub-let, or grant licenses for the whole or part of the booth without prior approval.

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.

You are solely responsible for any physical loss or damage to your own property.

During the conference hours, a company representative should staff each exhibit at all times.

You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.

All material used in the exhibition hall and/or exhibitor's booth must conform to all appropriate regulations.

You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark, or damage any fixtures or fabric.

Exhibitors cannot attend conference sessions unless they have an applicable registration.

Exhibitors shall not commence dismantling or packing product before the end of the final coffee break on the last day of the conference. We will not be held responsible for any items left behind.

We have the right to postpone or cancel the conference and shall be liable in no way for losses resulting from such delay or cancellation.

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.

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

Print entitlements

Logos and/or company names 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 the conference venue. Guide dogs for the visually impaired are the exception.

Privacy statement

Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.

Application to Sponsor MaDE2021

Company/Organisation	
Contact Name	
Address	
City	Country
Phone	Mobile
Email	

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

I/We accept the terms and conditions of undertaking a sponsorship and/or exhibition package for MaDE2021.

Signed
Date

Payment Details

Total to pay \$

Please send me a tax invoice for direct credit payment

Please send me a secure online link to complete a credit card payment

Please return completed forms to:

Amanda Wallace

Event Services – The University of Auckland

Email: amanda.wallace@auckland.ac.nz

OR

Post: Private Bag 92019

Auckland 1142

Package preference requested

I/we would like to take up the following sponsorship opportunities:

<input checked="" type="checkbox"/>	Level	Investment
<input type="checkbox"/>	Conference Partner (includes Exhibition Booth)	*\$20,000.00
<input type="checkbox"/>	Platinum Sponsorship (includes Exhibition Booth)	\$15,000.00
<input type="checkbox"/>	Gold Sponsorship (includes Exhibition Booth)	\$10,000.00
<input type="checkbox"/>	Conference Dinner (includes Exhibition Booth)	\$10,000.00
<input type="checkbox"/>	Café Style Coffee Cart (includes Exhibition Booth)	\$8,000.00
<input type="checkbox"/>	Silver Sponsorship (includes Exhibition Booth)	\$7,500.00
<input type="checkbox"/>	Lunch (2 available) (includes Exhibition Booth)	\$7,500.00
<input type="checkbox"/>	Bronze Sponsorship (Add \$1,000 in below Add-on** block for Exhibition Booth)	\$5,000.00
<input type="checkbox"/>	Student Innovation Showcase (Add \$1,000 in below Add-on** block for Exhibition Booth)	\$5,000.00
<input type="checkbox"/>	Post-Event Function (1 available) (Add \$1,000 in below Add-on** block for Exhibition Booth)	\$5,000.00
<input type="checkbox"/>	Morning/Afternoon Tea (4 available) (Add \$1,000 in below Add-on** block for Exhibition Booth)	\$5,000.00
<input type="checkbox"/>	Conference Lanyards (1 available) (Add \$1,000 in below Add-on** block for Exhibition Booth)	\$3,500.00
<input type="checkbox"/>	Exhibition Booth only (excludes delegate registration)	\$1,500.00
<input type="checkbox"/>	**Exhibition Booth Add-on	**\$1,000.00
<input type="checkbox"/>	_____ Additional Delegate registration/s (current REGISTRATION pricing applies – indicate quantity needed and add to total \$ to pay)	

All prices **exclude GST**

*Conference Partner investment is \$20,000 or more

Other (please state)