

INNOVATE.
COLLABORATE.
THRIVE.



AUSTRALIA+NEW ZEALAND
FRESH CONNECTIONS

SPONSOR

PROSPECTUS

24–26 June 2014

Viaduct Events Centre • Auckland, New Zealand

CONFERENCE FAST FACTS

Date: 24–26 June 2014

Venue: Viaduct Events Centre, Auckland, New Zealand

Trade show: 80+ exhibitors, wide range of fresh produce, new products and services

T: +61 3 9320 8692

F: +61 3 9320 8699

E: sponex@pmafreshconnections.com.au

W: www.pmafreshconnections.com.au

Incorporating the Horticulture NZ Annual Conference

HOSTED BY



SPONSORSHIP

PACKAGES SNAPSHOT

A range of sponsorship packages are available.

Please refer to the conference website for full package inclusions and terms and condition of sponsorship. Most importantly, we are happy to discuss with your organisation how best we can tailor benefits to compliment your overall marketing objectives and budget. Should you wish to discuss sponsorship opportunities, please contact the event managers on sponex@pmafreshconnections.com.au.

- All costs quoted in New Zealand Dollars (NZD) are inclusive of 15% Goods and Services Tax (GST). MCI Australia will issue an official tax invoice.
- Applications are to be made via the official sponsor application form and returned to MCI Australia.

	Registrations		Exhibition	Website				E-zines		Handbook			Naming rights		Merchandise	Resource centre insert	Delegate list	Endorsement
	Fulltime	Exhibitor	Booth or space	Logo	Words	Advert	Host websites	Logo	Advert	Logo	Words	Advert	Sessions	Social program				
Platinum \$65,000 <i>Two available</i>	5	5	27m ²	✓	200	1 x banner	✓	✓	1 x footer	✓ cover	200	FP colour		Co-hosted private dinner		✓	✓	✓
Trade show \$65,000	5	10	27m ²	✓	200	1 x banner	✓	✓		✓ cover	200	FP colour		Trade show		✓	✓	✓
Gold \$30,000 <i>Four available</i>	3		18m ²	✓	100		✓	✓		✓	100	½ page colour	Separate workshop room available			✓	✓	✓
Conference gala dinner \$30,000	3		9m ²	✓			✓	✓		✓				Conference gala dinner		✓	✓	✓
Delegate lanyards \$20,000	2			✓				✓		✓					Lanyard	✓		✓
Food and safety partner \$20,000	2		9m ²	✓	50		✓	✓		✓	50	½ page colour	Lunch workshop available			✓	✓	✓
Hort NZ product day partner \$20,000	2		9m ²	✓	50		✓	✓		✓	50	½ page colour	Hort NZ product day			✓	✓	✓
Information partner \$20,000	2		9m ²	✓	50		✓	✓		✓	50	½ page colour	Lunch workshop available			✓	✓	✓
Logistics partner \$20,000	2		9m ²	✓	50		✓	✓		✓	50	½ page colour		Opportunity to display in front of venue		✓	✓	✓
Packaging partner \$20,000	2		9m ²	✓	50		✓	✓		✓	50	½ page colour		Opportunity to provide packaging for catering		✓	✓	✓
Salad partner \$20,000	2		9m ²	✓	50		✓	✓		✓	50	½ page colour		Salad bar during lunch		✓	✓	✓
Shipping partner \$20,000	2		9m ²	✓	50		✓	✓		✓	50	½ page colour		Opportunity to display in front of venue		✓	✓	✓
Sponsors' dinner/activity \$20,000	2		9m ²	✓						✓				Sponsors' dinner/activity		✓	✓	✓
Welcome breakfast \$20,000	2		9m ²	✓						✓				Welcome breakfast		✓	✓	✓
Welcome reception \$20,000	2		18m ²	✓						✓				Welcome reception		✓	✓	✓
Bronze \$15,000 <i>Six available</i>	1		50% discount	✓			✓	✓		✓	50	50% discount				✓		✓
Wellness centre \$15,000	1			✓				✓		✓				Juice bar or wellness centre		✓		✓
Closing drinks \$10,000	1			✓				✓		✓				Closing drinks		✓		✓
Espresso coffee cart \$10,000	1			✓				✓		✓				Coffee cart		✓		✓
Keynote speaker \$10,000	1			✓				✓		✓			Keynote speaker			✓		✓
Pre-dinner drinks \$10,000	1			✓				✓		✓				Pre-dinner drinks		✓		✓
Recharge station + wifi \$10,000	1			✓				✓		✓				Recharge station + wifi		✓		✓
Registration desk \$10,000	1			✓				✓		✓				Registration desk		✓		✓
SmartPhone app \$10,000	1			✓				✓		✓				SmartPhone app		✓		✓
Young professionals' reception \$10,000	1			✓				✓		✓				Young Professionals' reception		✓		✓

SPONSORSHIP

PACKAGES SNAPSHOT *continued...*

	Registrations		Exhibition	Website				E-zines		Handbook			Naming rights		Merchandise	Resource centre insert	Delegate list	Endorsement
	Fulltime	Exhibitor	Booth or space	Logo	Words	Advert	Host websites	Logo	Advert	Logo	Words	Advert	Sessions	Social program				
Arrival tea and coffee \$7,000	1			✓						✓				Arrival tea and coffee		✓		✓
Handbook \$7,000	1			✓						✓ cover		FP colour				✓		✓
Hort NZ product day lunch \$7,000	1			✓				✓		✓				Hort NZ product day lunch		✓		✓
Satchel \$7,000	1			✓						✓					Satchel	✓		✓
Tour – Pukekohe \$7,000	1			✓						✓				Pukekohe tour		✓		✓
Tour – retail \$7,000	1			✓						✓				Retail tour		✓		✓
Water bottles \$7,000	1			✓						✓						✓		✓
Water stations + keep it clean \$7,000	1			✓						✓						✓		✓
Delegate list \$4,000	1			✓						✓					Delegate list	✓		✓
Plenary session \$4,000 <i>Five available</i>	1			✓						✓			One (1) plenary session			✓		✓
Concurrent session \$1,750 <i>Nine available</i>	1			✓						✓			One (1) concurrent session			✓		✓
Airspace in exhibition \$1,250 <i>Five available</i>															Opportunity to hang signage in exhibition above your exhibition stand*			
Resource centre insert \$2,000																✓		
Handbook advertisement \$1,250												FP colour only available						

*Conditions apply to the size and weight of the airspace signage

A snapshot of who attends PMA Fresh Connections



APPLICATION TO SPONSOR

To apply, simply complete and return this form to:

Mail: PMA Fresh Connections 2014
Level 2, 369 Royal Parade
Parkville Vic 3052 Australia

Fax: 03 9320 8699

Email: sponex@pmafreshconnections.com.au

IMPORTANT: Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received.

CONTACT DETAILS

Title	Given name	Surname
Position		
Organisation name (for invoicing purposes)		
Organisation name (for marketing purposes)		
Address		
State	Country	Postcode/zip
Telephone	Mobile	
Email	Website	
Please tick if you are an <input type="checkbox"/> Australian Chamber member <input type="checkbox"/> Hort NZ member <input type="checkbox"/> PMA ANZ member <input type="checkbox"/> United Fresh member		

MAJOR SPONSORSHIP OPPORTUNITIES

All costs quoted in New Zealand Dollars (NZD) are inclusive of 15% Goods and Services Tax (GST). MCI Australia will issue an official tax invoice.

☐ Platinum \$65,000

☐ Trade Show \$65,000

☐ Gold \$30,000

SPONSORSHIP OPPORTUNITIES

Conference gala dinner	<input type="checkbox"/> \$30,000	Welcome reception	<input type="checkbox"/> \$20,000	Arrival tea and coffee	<input type="checkbox"/> \$7,000
Silver	<input type="checkbox"/> \$20,000	Bronze	<input type="checkbox"/> \$15,000	Handbook	<input type="checkbox"/> \$7,000
Delegate lanyard	<input type="checkbox"/> \$20,000	Juice bar or wellness centre	<input type="checkbox"/> \$15,000	Hort NZ product day lunch	<input type="checkbox"/> \$7,000
Food and safety partner	<input type="checkbox"/> \$20,000	Closing drinks	<input type="checkbox"/> \$10,000	Satchel	<input type="checkbox"/> \$7,000
Hort NZ product day partner	<input type="checkbox"/> \$20,000	Espresso coffee card	<input type="checkbox"/> \$10,000	Tour – Pukekohe	<input type="checkbox"/> \$7,000
Information partner	<input type="checkbox"/> \$20,000	Keynote speaker	<input type="checkbox"/> \$10,000	Tour – Retail	<input type="checkbox"/> \$7,000
Logistics partner	<input type="checkbox"/> \$20,000	Pre-dinner drinks	<input type="checkbox"/> \$10,000	Water stations + keep it clean	<input type="checkbox"/> \$7,000
Packaging partner	<input type="checkbox"/> \$20,000	Recharge station + wifi	<input type="checkbox"/> \$10,000	Water bottles	<input type="checkbox"/> \$7,000
Salad partner	<input type="checkbox"/> \$20,000	Registration desk	<input type="checkbox"/> \$10,000	Delegate list	<input type="checkbox"/> \$4,000
Shipping partner	<input type="checkbox"/> \$20,000	SmartPhone app	<input type="checkbox"/> \$10,000	Plenary session	<input type="checkbox"/> \$4,000
Sponsors' dinner (activity)	<input type="checkbox"/> \$20,000	Young professionals' reception	<input type="checkbox"/> \$10,000	Concurrent session	<input type="checkbox"/> \$1,750
Welcome breakfast	<input type="checkbox"/> \$20,000	Satchel sponsor	<input type="checkbox"/> \$10,000		

ADVERTISING OPPORTUNITIES

Resource centre insert	<input type="checkbox"/> \$ 2,000
Full page colour	<input type="checkbox"/> \$ 1,750
Airspace in exhibition	<input type="checkbox"/> \$ 1,250
TOTAL	\$

PLEASE COMPLETE ALL
PAGES OF THIS FORM

HOSTED BY



APPLICATION TO SPONSOR

To apply, simply complete and return this form to:

Mail: PMA Fresh Connections 2014
Level 2, 369 Royal Parade
Parkville Vic 3052 Australia

Fax: 03 9320 8699

Email: sponex@pmafreshconnections.com.au

Organisation name:

COMPLIMENTARY SPONSOR EXHIBIT LOCATION—please tick **ONE** of the choices applicable to you

I will require the complimentary exhibition booth(s)/space(s) applicable to my sponsorship level

I would prefer ☐ Shell scheme booth ☐ Floor space only

I do not wish to be located adjacent to these companies:

I wish to be located in booth/space number:

(**Note:** the floorplan may change without notice)

Fascia name signage (maximum 30 characters including spaces)

[illegible]

PAYMENT METHOD—please tick chosen method

☐ **New Zealand cheque** (payable to MCI Australia). International cheques will not be accepted.

☐ **Direct debit** upon receipt of invoice.

Note: payment details will be shown on invoice.

☐ **Credit card** charges as per this form (plus a 5% merchant fee) are to be debited to:

☐ MasterCard ☐ Visa ☐ American Express ☐ Diners Club

Card holders name

Credit card number

Expiry

Signature

INSURANCE

Please complete the following information regarding your broadform (public and products) liability insurance policy. If you are unable to organise insurance cover as required, please contact the organisers to discuss options.

Name of insurer

Policy number

Date insurance falls due

Insured amount \$

DECLARATION

☐ Please tick if you do not wish to receive PMA Fresh Connections 2014 updates via email

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I understand and accept the inclusions of the sponsor package I am purchasing, and agree to abide by the terms and conditions of participating in this event as outlined on the conference website.

Name (please print clearly)

Insert total amount payable

Signature

Date _____

\$

PLEASE COMPLETE ALL PAGES OF THIS FORM 

HOSTED BY

