New Zealand
Aged Care Association

DAWN OF A NEW ERA

CONFERENCE 2019 22-24 OCTOBER
SHED 6 / TSB ARENA WELLINGTON

SPONSORSHIP & EXHIBITOR INFORMATION BOOK

SPONSORSHIP AND EXHIBITOR INFORMATION BOOK

YOU'RE INVITED

The New Zealand Aged Care Association's (NZACA) Annual conference in 2019 will bring together more than 300 industry leaders and over 100 trade exhibitors from 22-24 October at Shed 6 and the TSB Bank Arena, Wellington.

The trade exhibition will be held over two days on the 22 and 23 October and delegates will conference over three days from 22 to 24 October.

Over the three days of the event delegates will hear from a range of experts both within and beyond the sector in both plenary and breakout sessions. They will have the chance to interact with exhibitors on the conference floor and to enjoy some great networking opportunities with industry colleagues.

The theme of this year's conference is *Dawn of a new era*

A new era is dawning for the aged residential care (ARC) industry. As we gather for conference on the Wellington waterfront in October, we will still be tackling some all too familiar issues, namely workforce shortages, ever increasing consumer demands, the quality, standard and affordability of our services, and a wide-ranging funding review of the industry that will have been well circulated.

The funding review will no doubt provide a range of recommendations to government, some of which will be welcome, but some that may not be so palatable. The review has traversed areas such as case-mix, the acuity of residents, the separation of care and accommodation and the sustainability of rural services. Our conference will bring delegates up to speed with all these areas, the state of the review and what happens next.

Workforce issues will again be at the fore and while this is no longer the elephant in the room, neither the government or industry can ignore the growing demands on its staff. How do we encourage not only more people, but the right people to work in our industry? How do we create a resilient workforce to ensure we have enough people and skills we need to cater for the fast-growing ageing demographic and how do we create a unified team that straddles a range of cultures?

With the baby boomer generation not far off requiring the services we offer, what do they want, need, and how do these wants compare with those of our current residents? How can we be different so that our services are desirable and relevant into the next decade? Ground work now will pave the way for dawn of a new era.

Lastly, we couldn't have a conference in the capital without politicians and like it or not 2020 is looming as an election year. We'll assemble the best possible line-up of politicians to give us their take on our industry.

We will also host the largest aged care exhibition of products and suppliers. And that's where you come in as a supporter of the 2019 NZACA conference. Our members are constantly on the lookout for new products, new ideas and new ways of doing things that will help them tackle the challenges they face. Delegates value the many opportunities they have to meet exhibitors and sponsors on the trade floor and they rank this as a key aspect of their three days of conferencing.

WHY SHOULD YOU SPONSOR OR EXHIBIT?

- The largest aged care conference to be held in New Zealand
- The opportunity to meet your clients face-to-face
- Network with industry experts
- Purchasing officers from aged care facilities invited to attend while delegates are in sessions.

We are pleased to announce our competitive pricing and wide range of benefits for sponsors and exhibitors, ensuring a great return on investment. There will be plenty of opportunities for exhibitors to engage with delegates.

We look forward to working with you to make conference 2019 a success for everyone.

Yours sincerely

Simon Wallace

Simon Wallace

CHIEF EXECUTIVE

New Zealand Aged Care Association

SHOULD YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE NZACA TEAM

At National Office on:

P +64 4 473 3159

E office@nzaca.org.nz

WHY YOU SHOULD BE AT THE 2019 NZACA CONFERENCE

VENUE

Shed 6 and TSB Bank Arena
Queens Wharf, Jervois Quay, Wellington

WHO ATTENDS

In 2018 we saw over 330 delegates attend. Included in these numbers were key industry stakeholders, chief executive officers, directors, senior management staff, industry partners, board members, managers, registered nurses, coordinators and operational staff.

WHY SPONSOR?

The annual NZACA conference will provide your company with a variety of opportunities, including:

- Direct access to over 300 industry professionals
- Developing and strengthening networks with key industry figures
- Identifying business partners and maximising networking opportunities
- Advertising on the official 2019 NZACA conference website and marketing material

SPONSORSHIP ENTITLEMENTS

All conference sponsors will receive the following benefits and entitlements in addition to the benefits and entitlements outlined in the individual packages.

- Recognition as a sponsor in all conference material
- Company logo on the sponsors page of the official conference website
- Company logo will feature on the official sponsorship acknowledgement screen displayed in the plenary sessions as well as a rotating banner on all conference website pages.

AVAILABLE SPONSORSHIP PACKAGES

The NZACA would be delighted to discuss any sponsorship opportunities with you that will benefit your company and our delegates.

Our aim is to ensure that our delegates leave our conference feeling inspired and that our sponsors receive maximum exposure.

EXHIBITION DATES

Tuesday 22 and Wednesday 23 October 2019

DELEGATE ATTENDANCE DATES

Tuesday 22 to Thursday 24 October 2019

PURCHASING OFFICERS

The purchasing officers of each company will be invited to attend the exhibition out of conference time. This will give you an extra opportunity to do business with those not attending the conference.

REFRESHMENTS

All meal breaks will be taken in and amongst the Exhibition Hall where applicable.

PLEASE CONTACT THE NZACA TEAM FOR FURTHER DETAILS ON SPONSORSHIP

E office@nzaca.org.nz

SPONSORSHIP PACKAGE DETAILS AND BENEFITS

SPONSORSHIP OPTIONS	GST EXCLUSIVE	NO. AVAILABLE
Platinum	$25,000	1
Gold – conference gala dinner	$20,000	1
Welcome function (Tuesday evening)	$8,500	1
Silver	$7,000	4
Keynote/international presenter	$6,000	
Conference speaker	$1,800	
Delegate bags	$7,000	1
Café sponsor	$7,000	1
Juice/smoothie station	$6,000	1
Delegate lanyards	$3,000	1
Lunches	$3,500 *per lunch*	2
Morning/afternoon teas	$1,500 *per morning or afternoon tea*	4
Free standing banners displayed within the conference venue (supplied by sponsor) approved by conference organiser	$250	4

ADVERTISING IN CONFERENCE HANDBOOK	
Full page	$1,000
Half page	$500
Quarter page	$250
Inserts in conference bags	$400 *Exhibitors, preferred suppliers and affiliate members* $500 *Non-exhibitors*

Please see the following pages for details on these packages and opportunities.

PLATINUM SPONSOR
$25,000

DETAILS

2019 annual conference held in Wellington over three days.

- Expected numbers – 300 from throughout New Zealand and Australia
- Exhibition area with space for 110 stands

BENEFITS

- naming rights for the conference as the platinum sponsor
- verbal acknowledgement at the official opening and closing of conference
- corporate logo, full colour in the holding slide displayed at the beginning and end of each plenary session
- corporate banner on stage in all plenary sessions
- name and logo prominently displayed in all conference material
- five minute speaking slot at conference opening
- one complimentary exhibition booth in prime site including two trade personnel
- half page advertisement in the 2018 edition of *Excellence in Care* magazine (pre conference edition)
- company identification and half page advertisement in the final programme
- corporate logo (full colour) on the NZACA conference website

GOLD SPONSOR CONFERENCE GALA DINNER

$20,000

DETAILS

The official social event of the conference on Wednesday evening 23 October. This is attended by delegates, partners, exhibitors and guests.

» Expected numbers 420

BENEFITS

» naming rights for the conference gala dinner

» five minute speaking slot at the dinner

» two complimentary delegate registrations to the conference which includes two tickets to the conference gala dinner

» one complimentary trestle table space within the trade exhibition, which includes one trade personnel

» dinner menu with company logo

» corporate logo (full colour) in the holding slide displayed at the beginning and end of each plenary session

» corporate banner on stage at the conference dinner

» company identification and half page advertisement in the final conference programme

» half page advertisement in the final conference programme

» half page advertisement in the pre-conference *Excellence in Care* magazine

» name and logo prominently displayed in all conference material

WELCOME FUNCTION
$8,500

DETAILS

2019 annual conference to be held in Wellington over three days.

- Expected numbers 300 from throughout New Zealand and Australia
- Exhibition area with space for 110 exhibition stands

BENEFITS

- Complimentary exhibition stand, plus one extra trade personnel member on stand
- Banner on display at the Welcome Function
- Five-minute speaking slot at the Welcome Function
- Two additional guests at the Welcome Function
- Company identification and quarter page advertisement in final conference programme
- Company promotional material in delegates satchels

SILVER SPONSOR
$7,000

DETAILS

Exhibition display with space for 110 stands.

- Expected delegates numbers 300 from throughout New Zealand and Australia
- All meal breaks taken in and around the exhibition area

BENEFITS

- Complimentary exhibition stand, plus two trade personnel members on stand
- Two tickets to the conference gala dinner
- Company identification on all conference material
- Quarter-page advertisement in the pre-conference online *Excellence in Care* magazine
- Quarter-page advertisement in the conference programme

CAFÉ SPONSOR

$7,000

DETAILS

The café sponsor will feature a coffee machine and two baristas situated within the main exhibition area alongside stand number 16.

This is by far the most popular area and the first place delegates go to in the mornings or at break times.

BENEFITS

- 500 cups
- Complimentary full registration for two company representatives (including welcome function and conference gala dinner)
- Complimentary exhibition space along side the coffee machine. Stand number 16.
- Company identification on all conference material
- Your own company signage – supplied by you

SMOOTHIE/JUICE STATION

$6,000

DETAILS

The juice/smoothie station has been very popular since introducing it in 2016.

With everyone focusing on a healthy lifestyle we expect delegates to be drawn to this stand. A popular location to do business with attendees while enjoying a refreshing drink.

BENEFITS

- Your own company signage – supplied by you
- Details on smoothie/ juice amounts to be finalised
- Complimentary full registration for two company representatives (including welcome function and conference gala dinner
- Complimentary exhibition space alongside the coffee machine. Stand number 40. The smoothie/ juice station will be situated in stand 39.
- Quarter-page advertisement in the conference programme
- Company identification on all conference material

DELEGATE BAGS

$ 7,000

DETAILS

The bags used will be of high quality, distributed to all delegates and exhibitors.

BENEFITS

- company logo and name printed onto bags alongside NZACA logo
- promotional material in satchel
- company name and logo will appear in the conference programme

KEYNOTE / INTERNATIONAL PRESENTER

$6,000

DETAILS

This is sponsorship of the main keynote presenter that will be brought to present at our 2019 conference. The keynote presenter will be the first presenter on day one of our conference. Please contact the NZACA for more information on the keynote presenter

BENEFITS

- Opportunity to introduce speaker at beginning of session
- Sponsor will be acknowledged as a major sponsor in all conference correspondence
- One conference registration included
- Banner on stage for duration of presentation
- Half-page advertisement in the conference programme

CONFERENCE PRESENTERS

$1,800

DETAILS

Presenters from throughout New Zealand have been invited to address the conference this is your opportunity to sponsor one of the feature presenters.

BENEFITS

- Company name and logo will be printed on the conference programme
- Company will be acknowledged as a sponsor on the NZACA conference website
- Opportunity to introduce speaker at the beginning of the session
- Banner on stage for duration of presentation

LUNCH SPONSORSHIP

$3,500 PER LUNCH

DETAILS

A buffet lunch will be served each day of the exhibition in and around the exhibitors

BENEFITS

- An opportunity to address all delegates during the lunch session (five minutes).
- The sponsor is entitled to have their banner on display during the lunch break
- Company name and logo will appear in the conference programme

MORNING/ AFTERNOON TEA

$1,500

DETAILS

Morning and afternoon tea will be served amongst the exhibitors.

BENEFITS

» The sponsor is entitled to have their banner on display during the tea break

» Company name and logo will appear in the conference programme

DELEGATE LANYARDS

$3,000

DETAILS

All delegates and exhibitors must wear their name badge at all times in the conference area.

BENEFITS

» company logo/name displayed on each lanyard

» company name and logo will appear in the conference programme

» company may supply lanyards or discuss options with NZACA

MISCELLANEOUS

DETAILS

» pens, pads, satchel inserts – e.g. water bottles, giveaways, etc

BENEFITS

» company branding on items

REGISTER TO BE PART OF THIS EVENT AT

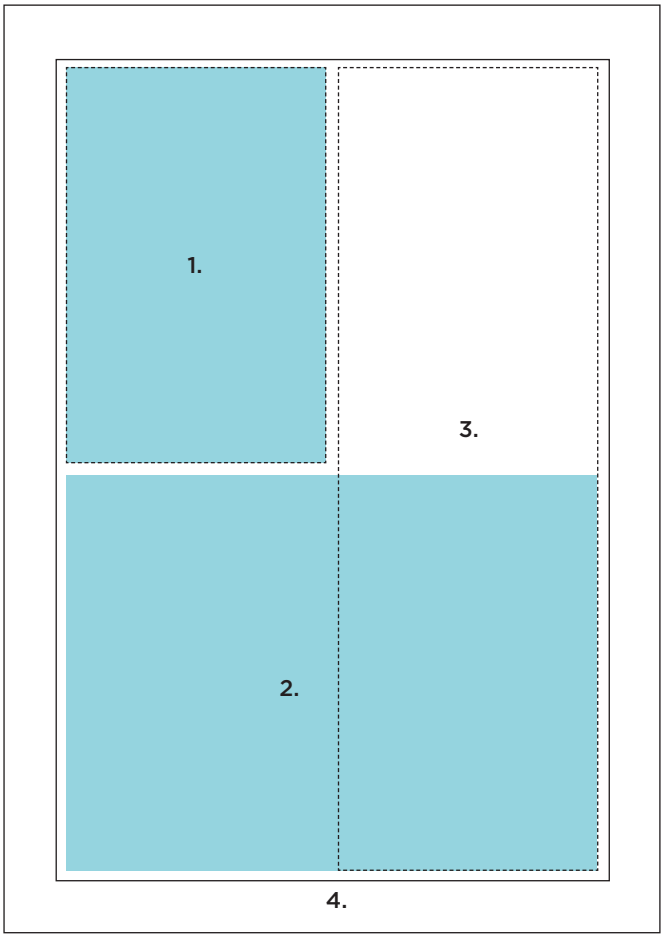
W conference.nzaca.org.nz

ADVERTISING IN CONFERENCE PROGRAMME

Opportunities to have advertisements (full, half or quarter page) in the conference programme for 2019.

There are four sizes of advertisements to fit into this year's programme:

1. QUARTER PAGE VERTICAL	
87.5mm wide x 131mm height	$250
2. HALF PAGE HORIZONTAL:	
180mm wide x 131mm height	$500
3. HALF PAGE VERTICAL:	
87.5mm wide x 267mm height	$500
4. FULL PAGE:	
180mm wide x 267mm height	$1,000



SPECIFICATIONS

- The advertisements are to be supplied as 300dpi, high resolution PDF with no bleed.
- If specifications are not met, they will be returned.
- Please email final files to **office@nzaca.org.nz** by 14 August 2019

REGISTER TO BE ADVERTISE IN THE CONFERENCE PROGRAMME

W conference.nzaca.org.nz

EXHIBITION OPPORTUNITIES

Affiliate and general exhibition stand – 106 available

DETAILS

SPACE SPECIFICATIONS:

» booth (size 3m w x 2.4m d x 2.3m h) constructed with Velcro receptive panel system

» one 10 amp multibox power outlet

» two spotlights

» one fascia sign

» Please note that your stand DOES NOT come with a table and /or chair so you must book your own furniture through Aleisha Midgley – aleisha@exhibitionhire.co.nz

INCLUDED IN COST:

» one trade personnel member

» all morning teas, lunch and afternoon teas during conference

» welcome function amongst the exhibitors

» one ticket to the conference gala dinner on the Wednesday evening

» Not included is table and chairs. Please book through Aleisha Midgley – aleisha@exhibitionhire.co.nz

COST:

PRIME STAND	NZACA AFFILIATE MEMBER	GENERAL TRADE
$2,700.00	**Single stand** $2,100	**Single stand** $2,350
	Additional stand $1,900 per stand	**Additional stand** $2,150 per stand

Trestle table – six available

DETAILS

SPACE SPECIFICATIONS:

» one 1.8m length table and one chair

» one fascia sign

» one 10 amp multibox power outlet

INCLUDED IN COST:

» One trade personnel member

» Welcome Function ticket

» all morning teas, lunch and afternoon teas during conference. **Not** included is the conference dinner, but tickets can be pre purchased.

COST: $1,400

EXTRA TRADE PERSONNEL $350 PER PERSON

INCLUDED WITH THIS REGISTRATION:

» satchel

» all meals in and around the exhibition area

» Welcome function Tuesday evening

» conference dinner on Wednesday evening

ADDITIONAL DISPLAY EQUIPMENT: Any extra tables, chairs furniture or tablecloths are not included in the registration cost. These must be pre-ordered from Exhibition Hire please contact Aleisha Midgley **aleisha@exhibitionhire.co.nz** for further information or alternatively visit **www.exhibitionhire.co.nz** to view their full hire range.

REGISTER TO BE PART OF THIS EVENT AT

W conference.nzaca.org.nz

SOCIAL FUNCTIONS

WELCOME FUNCTION

TUESDAY 22 OCTOBER

5.30pm – 7.00pm

TSB Bank Arena amongst the Exhibitors

EXHIBITOR BREAKFAST

WEDNESDAY 23 OCTOBER

8.00am – 9.00am

The exhibition area will be open and a light breakfast will be served to allow delegates time to do business with the exhibitors at the start of day two.

CONFERENCE GALA DINNER AND EXCELLENCE IN CARE AWARDS CEREMONY

WEDNESDAY 23 OCTOBER

7.30pm till midnight

TERMS AND CANCELLATION

By registering and exhibiting at the NZACA conference exhibitors agree to the following:

All advertising at venue during conference, other than within your company's exhibition space in the trade hall, must be approved by NZACA

CANCELLATION POLICY

Cancellations must be advised in writing by 8th August 2019 at the latest. There will be no refunds for cancellations received after this date.

PAYMENT OPTIONS AND SECURING YOUR STAND

Securing your preferred stand: Prior to 1 August 2019 a 50% deposit of your total invoice is required to secure your position. Full payment of the invoice is due on 1 August 2019. From 1 August 2019, you are required to pay the full invoice to secure your stand.

The NZACA will endeavour to meet your stand preference, however, priority will be determined by date of receipt of payment, level of sponsorship, preference and proximity to competitors.

NZACA reserves the right to collect monies and associated collection costs through an appropriate debt collection agency.

GENERAL CONDITIONS FOR ADVERTISING

The NZACA reserves the right to reject any advertisement it may consider unsuitable for publication.

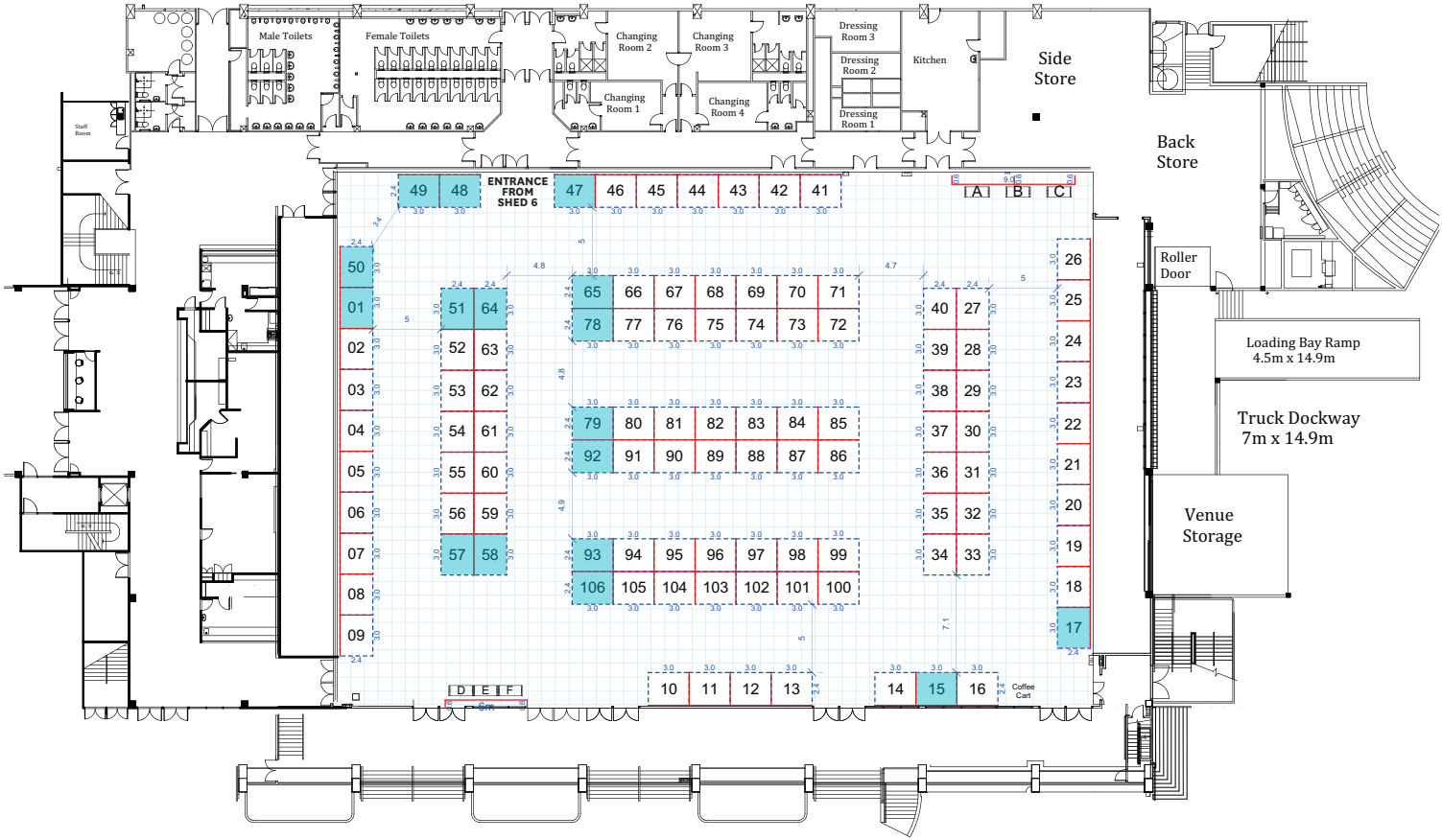
Liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser.

All costs incurred during production through changes to material supplied will be charged to the advertiser.

Placement of material is at the discretion of the NZACA except where agreed.

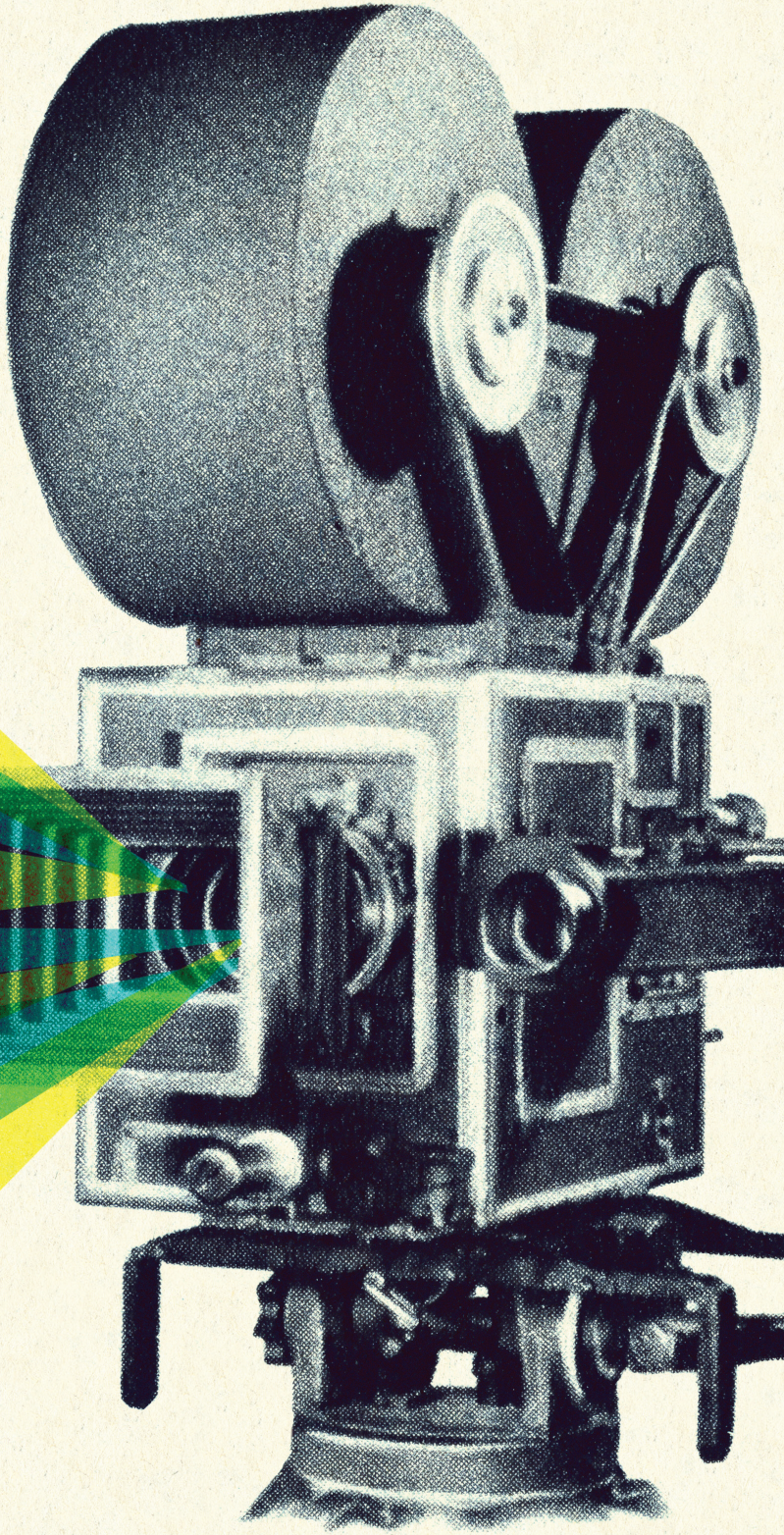
Cancellation of advertising must be given in writing no later than six weeks prior to publication.

FLOOR PLAN



PRIME STAND NUMBERS

MOVIE GREATS

GALA DINNER AND
EXCELLENCE IN CARE
AWARD CEREMONY

WEDNESDAY 23 OCTOBER
7.30 PM TILL LATE