

# OUR FUTURE

The health of  
AOTEAROA



**NZNO CONFERENCE AND AGM**

15-16 September 2021

Museum of New Zealand

Te Papa Tongarewa

Wellington

# SPONSORSHIP OPPORTUNITIES 2021

## WELCOME

The New Zealand Nurses Organisation (NZNO) invites you to become a sponsor for our 2021 Conference being held at the **Museum of New Zealand Te Papa Tongarewa, Wednesday 15 September 2021**, giving you an opportunity to promote your services to nurses and health professionals.

The 2021 New Zealand Nurses Organisation annual conference is New Zealand's leading conference for nurses.

The year 2020 was an especially significant one for nursing globally and in New Zealand. The World Health Organisation has designated the year 2021 as "The Year of the Health Professional" in light of the significant contributions health workers across the globe have made in endeavoring to manage the COVID pandemic.

The NZNO conference theme "*Our future – the health of Aotearoa*" acknowledges that nurses, when empowered, play an essential role by improving wellbeing of our communities. The conference theme also acknowledges the need to work with communities to profile nursing by demonstrating the value and contribution it makes to community wellbeing, to achieving equity, universal health coverage and gender equity.

NZNO is a leading professional nursing association and union for nurses in New Zealand and has over 50,000 members. This includes nurses, midwives, students, kaimahi hauora and health workers. NZNO provides services to members on professional and employment related matters from its national office in Wellington and eight regional offices around the country.

Each year, we host an Awards Dinner as part of the conference to recognise and celebrate nurses who have made special contributions to the nursing profession and NZNO. This year we will acknowledge our Young Nurse of the Year, awards for Services to NZNO, Services to Nursing and Midwifery and the prestigious Award of Honour.

We invite you to be an integral part of realising our 2021 conference and look forward greatly to your support and collaboration.

We look forward to hearing from you.  
Nga mihi

Mairi Lucas  
Acting Chief Executive Officer

# CONFERENCE DETAILS

## Venue and date

The 2021 Conference and AGM will be held on 15 and 16 September 2021. The 15th of September is NZNO's conference and is open to all to attend and participate in important healthcare discussions. The 16<sup>th</sup> September is dedicated to NZNO's AGM. This day is therefore closed to those that are not members of NZNO.

## Your involvement

We are pleased to offer you the opportunity to participate as a **conference sponsor**.

We are planning for an attendance of 230 and all estimates of likely activity costs are based on this range. We have structured sponsorship opportunities so that you will receive the maximum possible exposure and benefit from your sponsorship.

Once you have decided on your involvement, please contact the conference organiser to arrange your requirements. Platinum and gold sponsors have high profile acknowledgement.

If you are interested in any of the sponsorship opportunities contained in this brochure, please contact [Rebecca Weeks](#) at Panda Events.

We are happy to discuss any other sponsorship opportunities that you may have.

We look forward to working with you!

For further information please check out the NZNO Conference and AGM website at [www.nzno.org.nz/2021conference](http://www.nzno.org.nz/2021conference)

# SPONSORSHIP PACKAGES

## PLATINUM

**Available to 1 sponsor**

**\$8,000 + GST**

you will receive the following benefits

- Recognition as a **Platinum Sponsor** of the Conference
- Acknowledgement in the opening and closing of the conference.
- Exclusive sponsorship of Conference Day keynote speakers and catering breaks.
- Sponsor logo on the conference website linked to sponsors website
- Sponsor logo on the conference holding slide shown between sessions
- A full page, full colour, advertisement on the front inside cover of the conference handbook. *(A5 size)*
- A 150-word sponsor profile in the conference handbook. *(A5 size)*
- Two half page, full colour advertisements in Kai Tiaki Nursing New Zealand *(circ. 48,000)*
- A complimentary conference collaborator space
- Three complimentary conference registrations including tickets to the Awards Dinner.

## GOLD

**Available to 3 sponsors**

**\$5,000 + GST**

you will receive the following benefits.

- Recognition as a **Gold Sponsor** of the Conference
- Sponsor logo on the conference website linked to sponsors website
- Sponsor logo on the conference holding slide shown between sessions
- A ½ page, black and white, advertisement in the conference handbook. *(A5 size)*
- Up to 75-word sponsor profile in the conference handbook. *(A5 size)*
- A complimentary conference collaborator space
- One complimentary conference registration including ticket to the Awards Dinner.

## What's Included in the Conference Collaborator Space?

**Conference Collaborator Spaces are EXCLUSIVE to Conference Platinum and Gold sponsors.**

The environment is intended to be like a trade exhibition except this year we are looking for collaborators who will help us create a space where communication and knowledge sharing is open and dynamic.

Conference delegates can seek advice or guidance from sector specialists and sector specialists have additional opportunity to share new learnings and developments.

Space will be in the main hub of the conference venue where catering breaks, plenary sessions and registration will be hosted.

Your space:

- does not always have to be staffed, most interaction will take place in breaks.
- brings together delegates and specialists in an informal way to help generate long term leads.
- can be used to share your knowledge and expertise in engaging and innovative ways.

### What's Included in a space?

You will be provided with an area to display pull up banners, and the following equipment.

- a space approximately 2m x 2m
- a furniture package up to the value of \$500.00 – you choose how you would like to set up your space, and how to maximise your message. (Some inspiration below)
- a 10 AMP power supply and a multi-box



## INDIVIDUAL SPONSORSHIP OPPORTUNITIES

We offer you the chance to participate in the categories as outlined in the list below.

Where possible the conference will source conference collateral responsibly and will take environmental factors into consideration when selecting collateral. We welcome your support with this and encourage you to include this thinking in your own conference preparation.

All of our conference supporters will receive an acknowledgement on the Conference page of the NZNO website.

Each opportunity is exclusive to one sponsor only, unless otherwise stated.

**Act now to secure your opportunity!**

*All prices are in \$NZ and exclusive of GST*

### **CONFERENCE AWARD DINNER** **\$5,000**

The sponsoring organisation will be acknowledged as the sponsor in all Conference publications. The sponsor will have exclusive brand visibility at the venue of the Awards dinner.

### **JUICE STATION** **\$3,000**

Conference Day can be full on, sponsor the juice station and help delegates get the most from their conference experience. The station will include a range healthy, vegetarian, dairy free, no added sugar, fresh, cold pressed juice from PHD. We'll take care of organising the juice, you just have to work on how you'd like to represent your brand.

*\*Limit of 300 juices for the day and branding will be the responsibility and expense of the sponsor*

### **ICE CREAM & SORBET** **\$2,000**

Even if summer isn't here yet, ice-cream and sorbets are a very popular hospitality offering in attendees' feedback. The sponsor will have the opportunity to display their pull up banner next to the ice cream fridge. We'll take care of organising a range of frozen treats, you just have to work on how you'd like to showcase your brand. Combine this with the juice station and be the delegates favourite!

*\*Limit of 300 units. Branding will be the responsibility and expense of the sponsor*

### **POWER STATION** **\$2,000**

Helping to keep delegates connected. Charging Station will include two power boards and space for your brand.

## INDIVIDUAL SPONSORSHIP OPPORTUNITIES CONTINUED...

### **LANYARD**

**\$1,500**

This option offers direct exposure to each delegate for the duration of the AGM and Conference. Your logo printed in a one colour print alongside the NZNO logo on the lanyard.

### **CONFERENCE CARE CENTRE**

**\$1,500**

Keep our Conference Care Centre's stocked with the essentials, fruit, nuts and of course a little lolly kick! Each station will feature a "brought to you by" sponsor reference!

*\* additional branding will be the responsibility and expense of the sponsor*

### **CONFERENCE HANDBOOK**

**\$1,000**

The sponsor's logo will be printed in the conference handbook. You will also receive an A5 full colour advertising space on the back cover of the handbook.

### **HANDBOOK SPACE** (3 available)

**\$500**

The sponsor will have the opportunity to provide either a full or half page (A5) of content for the conference handbook.

# SPONSORSHIP APPLICATION FORM

If you have any questions about coming on board as a sponsor for this years NZNO Conference, please email [hello@pandaevents.nz](mailto:hello@pandaevents.nz)

If you have already decided on what sponsorship is right for you, send us an email with the following information below:

Organisation Name

Contact Person

Position within organisation

Business address

Phone

Email

## SPONSORSHIP PACKAGES

Platinum Sponsor	\$8,000
Gold Sponsor (limit 3)	\$5,000

## INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Conference Award Dinner	\$5,000
Juice Station	\$3,000
Ice Cream & Sorbet	\$2,000
Power Station	\$2,000
Lanyard	\$1,500
Conference Care Centre	\$1,500
Conference Handbook	\$1,000
Handbook Advert 1	\$500
Handbook Advert 2	\$500
Handbook Advert 3	\$500

The conference organiser will then send a sponsorship agreement and invoice to confirm your participation.

***Act now to secure your first choice***

**NZNO Conference  
Wednesday 15 September 2021  
Museum of New Zealand Te Papa Tongarewa, Wellington**