

Sponsorship & Exhibition Prospectus

Landscape¹⁰:The Power of Landscape

New Zealand Institute of Landscape Architects conference 2010
15-17 April Museum of New Zealand Te Papa Tongawera,
Wellington

www.thepoweroflandscape.co.nz

Landscape¹⁰

The Power of Landscape

NZILA Conference

Wellington 15-17 April 2010



LANDSCAPE ¹⁰: THE POWER OF LANDSCAPE

NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTS CONFERENCE 2010

CONFERENCE THEME

The landscape shapes our lives and our culture. It generates powerful feelings within us – feelings that easily ignite into controversy and debate.

We shape the landscape and find ourselves doing so with increasingly far-reaching and possibly irrevocable consequences. We seek to control the landscape through legislation, economic imperatives and other tools, yet how effective are those tools and to what extent are people able to influence what happens to the places they feel strongly about?

'Landscape¹⁰: The Power of Landscape' is the focus of the New Zealand Institute of Landscape Architects 2010 Conference being held in Wellington between 15-17 April. Speakers will explore the inherent tension between the extraordinary power that landscape exerts on us and our increasing ability to change and to reshape it at every scale.

The conference is aimed at stimulating fresh thinking in dealing with contentious landscape issues.

Expressing the tensions

Tensions frequently flare over landscape issues throughout New Zealand. What are the perspectives and experiences in dealing with those tensions for people in affected communities, for developers and for the design, planning and other professions?

Furthermore, expectations and demands on our landscapes are changing as people, communities and government respond to environmental and economic pressures. What new kind of landscapes are being advocated and what are the implications for debate and controversy?

Finding our limits

The landscape contributes to human well-being in numerous ways, but there are limits. Finding those limits and working within them is a matter of increasing urgency - whether addressing the effects of climate change, demands on water resources, questions of cumulative landscape change or trends towards urban intensification. To what extent are the limits being imposed by natural processes in the landscape and to what extent are they the coming from communities as they voice their feelings and concerns about landscape change and a loss of inherent character and quality?

Towards resolutions

Empowering people to participate and be heard is proving increasingly effective in resolving landscape issues and assisting factions to find common ground. Social scientists are increasingly involved, and innovative approaches to participation in both planning and design processes are being put into action. There is a need to ensure that the companies and organisations who seek to introduce or impose development on our landscape realise the benefits of finding suitable resolutions and not rely on, or resort to, adversarial methods. What are the ways and means to achieve this? How successful are they? What are the alternatives?



Conference Programme

The conference theme – Landscape¹⁰ The Power of Landscape will be approached under the following subthemes: -

- New Landscapes – More out of Less. Revitalization, sustainability, walk able cities, density, transition towns, intensification
- When is enough enough? At what point does environmental degradation become an issue? Finding our limits.
- A Wellington case study
- Loving the Land –inspirational and perceptions of change
- Landscape as Commodity - politics, justice and power
- Hearing the Voices – Is democracy too expensive?

Conference Delegates

This conference will attract 250-300 delegates from the following areas:

- Tourism , Farming, Forestry and Energy Sectors
- NGOs and government agencies
- Members of allied professional organisations such as: NZ Institute of Architects, NZ Planning Institute, NZ Property Council, Resource Management Law Association, Urban Design Forum, Maori Design Collective.
- Central, Regional and local government such as: Ministry for the Environment, Department of Conservation.
- Local Government NZ.
- Universities and research organisations.

Destination and Venue

The Museum of New Zealand Te Papa Tongarewa, or Te Papa, is the conference venue. Te Papa is situated in Cable Street on Wellington's waterfront with spectacular views. Te Papa is centrally located within walking distance to the cafes, shops and accommodation

Te Papa is an ideal venue for Landscape¹⁰. It has superb facilities including the 300+ capacity auditorium for the main sessions and an extensive exhibition and catering space.

Sponsorship Opportunities

As a sponsor, we believe this conference offers you various opportunities; these opportunities are in no way limited and we would welcome your own ideas. If you would like to discuss your particular needs and would like us to tailor a package to suit your requirements or trade/exhibition booths please contact Janet Simes, the Conference Manager

We encourage you to join us in Wellington between 15-17 April 2010.

For further discussion please contact: Janet Simes, Conference Manager, Landscape'10; phone 04 587 0182, 027 452 6001, landscape10@conferences.co.nz

Please note that replies will be considered on a first come first served basis.



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Conference Manager, Landscape ¹⁰: Ph: 04 587 0182 or 027 452 6001 , landscape10@conferences.co.nz

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GOLD SPONSORSHIP BENEFITS

Prime placement and display of your company logo on -

- The conference website:
www.nzila.co.nz/thepoweroflandscape
- All registration materials including postcard/flier, brochure and registration form – both hard copy (if applicable) and online versions.
- Onsite conference signage, including general conference banners.
- Your company banner in a prime position (your banner supplied by you).
- Electronic screens in the conference session venue.
- The sponsors' page in the Conference handbook.

Free Attendance Tickets

- Two full registration tickets – includes two tickets to the opening cocktails and public lecture.
- Two additional tickets to the opening cocktails.
- Three tickets to the Pride of Place Awards Dinner.

Advertisements

- One full page advertisement in the Conference handbook (copy to be supplied by you).

Website Link

Your logo will be hyperlinked to your company website wherever it appears on our conference website.

Brochure Insertion

- You may supply us with an advertising brochure to insert in the conference satchel or similar.

Speaking Rights

- Short (3 minutes) speaking opportunity at a session to be agreed.

Exhibition Booth

- Prominently placed, double sized, fully constructed trade booth, (approximately 6m wide, 1.8m deep and 2.3m height).

Naming Rights

- You will be referred to one of three GOLD sponsors.
- If you take up an additional or supporting sponsor role of a keynote speaker or an event (such as opening cocktails, Public lecture, tea break, etc), that event or speaker will have your company name attached to it (see page 8).

Hosting Rights

- If you choose to sponsor the opening cocktails as an additional item, you will be entitled to discuss with us you what could add value to this function.

Networking Opportunities

- You will have ample opportunity to network with delegates at the opening cocktails, during the refreshment breaks and the awards dinner. We invite you to discuss any other opportunities that might add value to this benefit.
- You will receive a direct mail contact list of pre-registered attendees in advance of the conference and a complete list after the meeting.

Further Acknowledgement

- We will acknowledge your company as a Gold Sponsor at both the opening and closing sessions.

GOLD SPONSORSHIP \$5000 (+gst)



SILVER SPONSORSHIP BENEFITS

Placement and display of your company logo on -

- The conference website, www.nzila.co.nz/thepoweroflandscape.
- All registration materials including postcard/flier, brochure and registration form – both hardcopy (if applicable) and online versions.
- Onsite conference signage including general conference banners.
- Electronic screens in the conference session venue.
- The sponsors' page in the conference handbook.

Free Attendance Tickets

- One full registration ticket – includes one ticket to the opening cocktails and public lecture .
- One additional tickets to the opening cocktails.
- Two tickets to the Pride of Place Awards Dinner.

Advertisements

- One half page advertisement in the Conference handbook (copy to be supplied by you).

Website Link

- Your logo will be hyperlinked to your company website wherever it appears on our conference website.

Brochure Insertion

- You may supply us with an advertising brochure to insert in the conference satchel or similar.

Exhibition Booth

- One fully constructed trade booth, (approximately 3m wide, 1.8m deep and 2.3m height).

Naming Rights

- You will be referred to one of up to six SILVER sponsors.
- If you take up an additional or supporting sponsor role of a keynote speaker or an event (such as opening cocktails, public lecture, tea break, etc), that event or speaker will have your company name attached to it (see page 8).

Hosting Rights

- If you choose to sponsor the opening cocktails as an additional item you will be entitled to discuss with us you what could add value to this function.

Networking Opportunities

- You will have ample opportunity to network with delegates at the opening cocktails, during the refreshment breaks and the awards dinner. We invite you to discuss any other opportunities that might add value to this benefit.
- You will receive a direct mail contact list of pre-registered attendees in advance of the conference and a complete list after the meeting.

Further Acknowledgement

- We will acknowledge your company as a Silver Sponsor at both the opening and closing sessions.
- We will list your company's contact details in the conference handbook

SILVER SPONSORSHIP \$3500 (+gst)



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BRONZE SPONSORSHIP BENEFITS

Placement and display of your company logo on -

- The conference website www.nzila.co.nz/thepoweroflandscape.
- All registration materials including postcard/flier, brochure and registration form – both hardcopy (if applicable) and online versions.
- Onsite conference signage, including general conference banners.
- Electronic screens in the conference session venue.
- The sponsors' page in the conference handbook.

Free Attendance Ticket

- One full registration ticket – includes one ticket to the opening cocktails and public lecture.
- One ticket to the 'Pride of Place' Awards Dinner.

Advertisements

- One quarter page advertisement in the Conference handbook (copy to be supplied by you).

Brochure Insertion

- You may supply us with an advertising brochure to insert in the conference satchel or similar.

Exhibition Booth

- One fully constructed trade booth, (approximately 3m wide, 1.8m deep and 2.3m height).

Naming Rights

- You will be referred to as a Bronze Sponsor.
- If you take up an additional or supporting sponsor role of a keynote speaker or an event (such as opening cocktails, public lecture, tea break, etc), that event or speaker will have your company name attached to it (see page 8).

Hosting Rights

- If you choose to sponsor the Opening Cocktails as an additional item, you will be entitled to discuss with us what could add value to this function.

Networking Opportunities

- You will have ample opportunity to network with delegates at the opening cocktails, during the refreshment breaks and the conference dinner. We invite you to discuss any other opportunities that might add value to this benefit.
- You will receive a direct mail contact list of pre-registered attendees in advance of the conference and a complete list after the meeting.

Further Acknowledgement

- We will acknowledge your company as a Bronze Sponsor at both the opening and closing sessions.
- We will list your company's contact details in the conference handbook.

BRONZE SPONSORSHIP \$2000 (+gst)



ADDITIONAL AND SUPPORTING SPONSORSHIP PACKAGES

These can stand alone or be added to your Gold, Silver or Bronze sponsorship packages.

After Lunch Entertainment Sponsor - \$2000+gst

- Sole brand exposure opportunity to bring some light relief, energy and entertainment to the conference programme. A professional group of entertainers chosen in consultation with the sponsor, will be employed to insert some energy and laughter after the lunch break.
- Benefits to the sponsor – refer to benefits offered to a Bronze sponsor.

Venue Sponsor - \$2000+gst

- Sponsorship of Soundings Theatre has already been taken up but the main hub of the conference is Oceania on level 3 of Te Papa and this is available for sponsorship. You would have naming rights for this venue – 'The [your company name] Oceania Room'.
- Benefits to the sponsor – refer to benefits offered to a bronze sponsor.

Landscape Art Exhibition - \$2000+gst

- Oceania on level 3 of Te Papa will house the specially organised exhibition of landscape art and this is available for sponsorship. You would have naming rights for this event – 'The [your company name] Landscape Art Exhibition'.
- Benefits to the sponsor – refer to benefits offered to a bronze sponsor.

Opening Cocktails Sponsor - \$1500+gst

- The opening cocktails will be held on Thursday 15 April at the commencement of the conference.
- Benefits to the sponsor – refer to benefits offered to a Bronze sponsor but excluding the complimentary registration ticket and conference dinner ticket. It does include, however 5 free tickets to the opening cocktails and a speaking opportunity at that function.

Public Lecture Sponsor - \$1500+gst

- The Public lecture – 'The Power of Landscape' will take place on Thursday 15 April in Soundings Theatre and will feature a well known and highly respected speaker. The sponsor would have naming rights for this event – 'The [your company name] Public Lecture'.
- Benefits to the sponsor – refer to benefits offered to a Bronze sponsor but excluding the complimentary registration ticket and conference dinner ticket. It does include, however 5 free tickets to Public Lecture and a speaking opportunity.

Keynote Speaker Sponsor - \$1500+gst

- There will be two prominent international speakers included in the programme.
- Benefits to the sponsor – refer to benefits offered to a bronze sponsor but excluding the free exhibition booth.

Lunch Host Sponsor - \$1000+gst

- You will have naming rights to the lunch on either Friday or Saturday.
- Benefits to the sponsor – refer to benefits offered to a Bronze sponsor but excluding the free exhibition booth and free registration and dinner ticket. The sponsor can display an extra banner at lunch time (at sponsors costs) and place signage on the lunch tables.

Tea Break Sponsor - \$750+gst

- You will have naming rights to the morning and afternoon teas on either Friday or Saturday.
- Benefits to the sponsor – refer to benefits offered to a Bronze sponsor but excluding the free exhibition booth and free registration and dinner ticket. The sponsor can place signage on the serving tables.

Donations

- You may have no desire to be a formal sponsor as listed above but you may prefer to just make a donation of any size your budget can allow. We would welcome any contribution. Naturally you will be listed as a supported in the conference materials



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EXHIBITION OPPORTUNITIES

The Landscape¹⁰ conference exhibition will give your company an excellent opportunity to promote its products and services and help generate new leads and contacts for future sales to decision makers in your target market.

The exhibition will take place in Oceania at Te Papa. This venue will be the hub of the conference including the registration and information desk, the catering and also a landscape art exhibition. We will make this a place to be during the conference!

If you have exhibited before you will know that exhibitions are one of the most cost effective marketing methods offering face-to-face contact with potential customers.

As an exhibitor at this conference you will receive:

- One trade booth – 3 m wide x 1.8m deep x 2.3 m high constructed of Velcro panels
- 2 spotlights
- 10 amp power supply with a 4 pin multi-box power point.
- Two chairs (if required)
- One trestle table and cloth if required.
- One complimentary exhibitor registration including: name badge; conference handbook, teas and lunches. This entitles one person to staff the exhibit, but does not give all the benefits of a full delegate registration.

- Full acknowledgement of your company in the conference handbook and on the website
- Mailing list of registrants after the meeting.

Pack in and out details

Thursday 15 April from 1:00 – 5:30pm

Saturday 17 April from 3:30 – 5:30pm

Exhibition Cost

The cost of an exhibition booth is \$950 + gst. Extra stand personnel may be registered at \$200+ gst. This includes teas, lunches, conference material and the Cocktail function. Ticket for the Awards Dinner needs to be separately purchased.

Booking Your Stand

Please use the attached application form and return it to the conference manager.



Landscape 10 The Power of Landscape Summary of Sponsorship Benefits

	Gold	Silver	Bronze	Entertainment	Venue	LA exhibition	Cocktails	Public Lecture	Keynote	Lunch host	Tea break host	Exhibitor
	\$5,000	\$3,500	\$2,000	\$2,000	\$2,000	\$2,000	\$1,500	\$1,500	\$1,500	\$1,000	\$750	\$950
Logo Placement	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Free tickets												
Full registrations	2	1	1	1	1	1	0	0	0	0	0	0
Opening cocktails	2+2	1+1	1	1	1	1	5	0	1	1	1	1
Public Lecture	4	2	1	1	1	1	5	5	1	1	1	0
Awards Dinner	3	2	1	1	1	1	0	0	0	0	0	0
Adverts	Full page	Half	Quarter	Quarter	Quarter	Quarter	Quarter	Quarter	Quarter	Quarter	No	No
Website link	Yes	Yes	No	No	No	No	No	No	No	No	No	No
Brochure insrt	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Speaking rights	Yes	No	No	No	No	No	Yes	Yes	No	No	No	No
Exhibition booth	Double	Single	Single	Single	Single	Single	Single	Single	Nil	Nil	Nil	Yes
Naming rights	GOLD	SILVER	BRONZE	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Exhibitor
Hosting rights	If additional	If additional	If additional	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Networking	As indicated	As indicated	As indicated	As indicated	As indicated	As indicated	As indicated	As indicated	As indicated	As indicated	As indicated	As usual
Verbal Acknowldgement	Opening & closing	Opening & closing	Opening & closing	At Event	Yes	At Event	At Event	At Event	At Event	Signage	Signage	Signage
Listing in handbook	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

All costs exclude GST



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Conference Manager, Landscape 10, Ph: 04 587 0182 or 027 452 6001, landscape10@conferences.co.nz

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SPONSORSHIP & EXHIBITION PARTICIPATION APPLICATION

LANDSCAPE'10 CONFERENCE - DATE 15 17 APRIL 2010

Post to: Conference Manager
Landscape'10 Conference
P O Box 38 951
Wellington Mail Centre 5045
New Zealand

Email to: landscape10@conferences.co.nz

Company Details:

Company Name: _____

Contact Name: _____

Position: _____

Postal Address: _____

Email address: _____ Phone No: _____

Item	Investment, (exc GST)	Nbr Available
Gold sponsorship	\$5,000 + gst	3
Silver sponsorship	\$3,500 + gst	6
Bronze sponsorship	\$2,000 + gst	Unlimited
After Lunch Entertainment Sponsor	\$2000 + gst	2
Venue Sponsor	\$2000 + gst	1
Landscape Art Sponsor	\$2000 + gst	1
Opening Cocktails Sponsor	\$1500 + gst	1
Public Lecture Sponsor	\$1500 + gst	1
Keynote Speaker Sponsor	\$1500 + gst	2
Lunch Host Sponsor	\$1000 + gst	2
Tea Break Sponsor	\$750 + gst	4
Exhibitor	\$950 + gst	20

All packages and costs itemised in this information pack exclude GST

An invoice will be generated on confirmation of your sponsorship. Payment is required 20th of the month following receipt of invoice. Cheques are to be made payable to: Landscape10 2010



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