

Sponsorship Prospectus



New Journeys in Mobility for Aotearoa

Nga Huringa Hou
i roto i te Pakihi

Cordis Hotel, 83 Symonds St,
T maki Makaurau Auckland

We'd love you to sponsor

Trafinz would like to acknowledge the success that was the Australasian Road Safety Conference 2022 held in Ōtautahi Christchurch. After merging with ACRS (Australasian College of Road Safety), Trafinz are now preparing for the next Trafinz conference to be held in Tāmaki Makaurau Auckland in September 2023.

We would like to invite you to partner with us for the annual Trafinz conference (Trafinz 2023). This event brings together those involved in all aspects of the transportation industry. From those delivering grass roots community and road safety programmes to strategic thinkers planning our transportation utopia. This conference is also a must for politicians elected at local, regional and national levels by the people of New Zealand to make decisions about our transport future. We welcome delegates from the wider transportation industry to join us in Tāmaki Makaurau Auckland in September 2023.

Taking place at Cordis Hotel, Trafinz 2023 will enable participants to gain an appreciation of what the Government and its agencies expect of all practitioners within the transport sector. Trafinz 2023 will focus on 'New Journeys in Mobility for Aotearoa' building on the people-centric success of Trafinz Conference 2019 - 'Smart, safe and accessible places'.

On the following pages you will find a range of opportunities that can be tailored to fit your organisation's needs. You will be able to put your brand in front of key decision makers and industry representatives, as well as current and potential customers.

For more information on how your organisation can benefit from being associated with Trafinz 2023 please refer to the contact details on page 16.

[Teresa Burnette](#)

Head of Safety Development
Auckland Transport
Trafinz 2023 Convenor

“Great variety and quality of speakers”

Kevin John, Matrix



**New Journeys
in Mobility
for Aotearoa**



“Created the total,
seamless experience
and so helpful”

Graeme Rice, Waka Kotahi NZ
Transport Agency

New Journeys in mobility for Aotearoa

Wednesday 6 September

- Conference opening
- Plenary presentations
- Concurrent sessions
- Conference dinner and Achievement awards

Thursday 7 September

- Plenary presentation
- Concurrent sessions
- Field trips
- Networking function

Friday 8 September

- Plenary presentations
- Concurrent sessions
- Panel / debate session



Sponsorship levels

Page no.

Platinum

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Gold

7

Silver

8

Bronze

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Barista cart

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Event app

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Business lounge

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Exhibitor

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Supporting

14



Sponsorship benefits

Level	Logo profile	Stand space	Inclusive registrations	Conference dinner	Keynote speaker	Speaker	Welcome function	Catering break	Name badges	Exhibitor quiz	Delegate list
Platinum			3				x		x		
Gold			2	x	x						
Silver			1	x	x		x		x		
Bronze			1	x	x	x	x		x		
Barista cart		x	1	x	x	x	x	x	x		
Event app		x	1	x	x	x	x	x	x		
Business lounge		x	1	x	x	x	x	x	x		
Supporting		x	x	x	x	x	x	x	x		
Exhibitor			1	x	x	x	x	x	x		

“Lots of information and presenters.”

Venus Rangī, Auckland Transport



Platinum **\$15,000 + gst** (2 available)

- Single stand space (3m x 1.8m) in a prominent location
- Three complimentary conference registrations, including social functions
- Naming and/or signage to the conference dinner, including an opportunity to hire a photo booth that provides an opportunity to have branded photos
- Consultation with all areas that Platinum sponsorship has potential impact, e.g. Trafinz 2023 dinner
- Sponsorship acknowledged on the conference programme
- Sponsor acknowledgement at the conference dinner
- Naming rights to a keynote speaker
- Sponsor's brand featured as a Platinum sponsor in all conference marketing and promotional material,
- Sponsor's signage (pop up banner or similar) displayed in prominent location,
- Listed on the conference website, including logo, contact details and a 100-word profile, with link to your website
- Logo featured in a prominent location on printed signage at the conference venue
- Platinum sponsors will receive the conference attendee list prior to the event (including names and contact details of those who have given permission)
- Participation in the exhibitors' quiz
- Opportunity to purchase additional speaking time at conference, refer to page 14 for details
- Links to company website and online promotional brochures in the conference app
- List of delegates who have agreed to name disclosure in relation to the event sent prior to the beginning of the conference

Gold \$10,000 + gst (3 available)

- Single stand space (3m x 1.8m) in a prominent location
- Two complimentary conference registrations, including social functions
- Sponsor acknowledgement at the networking function (Wednesday 6 September)
- Naming rights to a speaker (not a keynote)
- Naming rights to conference name badges
- Sponsor's brand featured as a Gold sponsor in all conference marketing and promotional material
- Listed on the conference website, including logo, contact details and a 100-word profile with a link to your website
- Logo featured on relevant signage at the conference venue
- Gold sponsors will receive the conference attendee list after the event (including names and contact details of those who have given permission)
- Participation in the Exhibitors' Quiz
- Opportunity to purchase additional speaking time at conference, refer to page 14 for details
- Logo featured in static signage around the conference
- Promotional item may be given to delegates. To promote less waste, we encourage sponsors to think beyond paper material. The conference organisers can assist you with other ideas.





Silver \$7,500 + gst

- Single stand space (3m x 1.8m) in a prominent location
- One complimentary conference registration, including social functions
- Naming and/or signage to a lunch
- Naming rights to a speaker (not a keynote)
- Sponsor's brand featured as a Silver sponsor in all conference marketing and promotional material, including but not limited to: website, emails/newsletters and social media coverage (Facebook and Twitter)
- Company logo on the conference website, as an exhibitor, linking to your company website
- Silver sponsors will receive the conference attendee list after the event (including names and contact details of those who have given permission)
- Participation in the exhibitors' quiz
- Opportunity to purchase additional speaking time at conference, refer to page 14 for details
- Short editorial (max 300 words) included in one pre-conference email communication, sent to all databases and registered delegates (written in conjunction with Trafinz 2023)

Bronze \$5,500 + gst

- Single stand space (3m x 1.8m) in a prominent location
- One complimentary conference registration, including social functions
- Naming and/or signage to a morning or afternoon break
- Sponsor's brand featured as a Bronze sponsor in all conference marketing and promotional material, including but not limited to: website, emails/newsletters and social media coverage (Facebook and Twitter)
- Company logo on the conference website, as an exhibitor, linking to your company website
- Bronze sponsors will receive the conference attendee list after the event (including names and contact details of those who have given permission)
- Participation in the exhibitors' quiz
- Opportunity to purchase additional speaking time at conference, refer to page 14 for details





Barista Cart **\$5,000*** + gst (1 available)

Almost everyone enjoys a good coffee so why not take up the opportunity to connect with many of the delegates as they visit for their daily dose. The barista will be in the exhibition area. Costs associated with the provision of the coffee cart, including labour, and consumption of 50 coffees per day are included in this opportunity.

- Recognition as the 'Barista cart sponsor' for Trafinz 2023, and acknowledgement in the attendee app
- Opportunity to place a company banner near the coffee cart
- Opportunity to provide barista with branded aprons, caps, t-shirts or any other items (to be supplied by sponsor)
- Company logo on the conference website, as a sponsor, linking to your company website
- Sponsor will receive the conference attendee list after the event (including names and contact details of those who have given permission)
- Opportunity to purchase additional speaking time at conference, refer to page 14 for details
- Branded signage on the cart (provided by the sponsor)
- opportunity for coffee to be served in branded coffee cups (provided by the sponsor)
-

**Coffee consumption exceeding 50 cups per day will be charged to your company at cost following the conference, based on the number of additional cups served.*

Event App **\$5,000 + gst** (1 available)

A mobile app will be provided at the conference. The app will provide information on the conference and social programme, regular updates, session room plans, speaker, sponsor and exhibitor profiles and can be used to add calendar information to individual's diaries (by creating their own itinerary in the app). The smartphone application enables sponsors/exhibitors and visitors to access, manage and exchange information and brochures, connect, plan their time, receive news, alerts and Twitter feeds, collect leads, and much more—before, during and after the event.

The front page of the app will feature the sponsor's logo, details and conference branding. This package offers an excellent opportunity for your company to be promoted directly to delegates in the most personal way possible; via their mobile phone. An online demonstration can be arranged for anyone interested in this opportunity. Your brand will be in front of the delegates before, during and after! The loading screen can be custom designed including your company's branding with direct links to your website. Delegates can access the app via their smartphone, tablet, laptop or computer.

- Naming rights to the event app
- Company logo included on the app cover page
- Three push notifications to delegates the day of the conference
- Signage around registration, trade and catering room; and conference meeting rooms promoting the app
- 1 x complimentary registration
- Logo feature and 100-word blurb on your organisation featured on the conference website, and event app
- Logo featured in static signage around the conference venue
- Participation in an Exhibitors' quiz
- List of delegates who have agreed to name disclosure in relation to the event sent one week after conference.
- Promotional item may be given to delegates. To promote less waste, we encourage sponsors to think beyond paper material. The conference organisers can assist you with other ideas.





Business Lounge **\$3,500 + gst** (1 available)

Create a calm oasis for delegates to relax in during break times. Provide the ability for delegates to sit and network; check their messages, recharge their phones, iPads or computers.

- Opportunity to plan the setup of the lounge in consultation with the conference organisers (e.g. funky furniture, magazines, the daily paper and your company promotional material)
- Naming rights to the business lounge
- Branding on the recharge bar (provided by the sponsor)
- Label on magazines with sponsor's logo
- Placement of company banner in the lounge
- 1 x complimentary registration
- Logo feature and 100-word blurb on your organisation featured on the conference website, and event app
- Logo featured in static signage around the conference venue
- Participation in an Exhibitors' quiz
- List of delegates who have agreed to name disclosure in relation to the event sent one week after conference.
- Promotional item may be given to delegates. To promote less waste, we encourage sponsors to think beyond paper material. The conference organisers can assist you with other ideas.

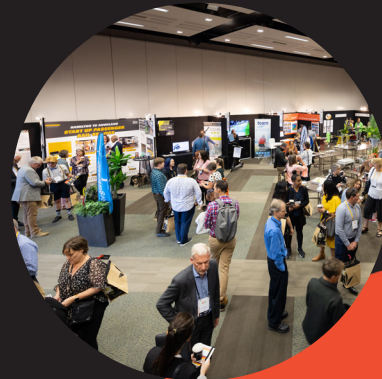
Exhibition \$3,500 + gst

The booth supplied will have a 3 metre back-wall, side walls of 1.8 metres and a height of 2.3 metres. Each booth comes with one 10-amp power supply (4-way multi-box), 2 x 150-watt spotlights and ID Fin for signage and company name in 1 colour with 15 letters allowed per sign. Your company logo may be added to the signage, but at an additional cost.

The Exhibition is being held in the Great Room I of Cordis Hotel, Auckland in conjunction with Trafinz 2023. Plenary will be held in the Great Rooms III and IV, with the Great Room II used as a breakout space.

Pre-session tea and coffee, morning tea, lunches and afternoon breaks will be served in the exhibition area to encourage delegates to spend time viewing the exhibits.

- Partitioned space (3m x 1.8m) - view the floorplan [here](#)
- One complimentary conference registration, including social functions for one company representative
- Company logo on the conference website, as an exhibitor, linking to your company website
- Exhibitor's brand in all marketing and promotional material
- Exhibitors will receive the conference attendee list after the event (including names and contact details of those who have given permission)
- Opportunity to purchase additional speaking time at conference, refer to page 14 for details



Supporting \$1,500 + gst

- Opportunity to present your organisation on a small pull up banner (to be provided by the sponsor)
- Participation in the Exhibitors' Quiz
- Acknowledged in promotional material as a supporting sponsor
- Acknowledged as a sponsor on the sponsor's page of the conference website
- Tickets can be purchased to attend the conference – you will need to register should you wish to attend
- Opportunity to purchase additional speaking time at conference, see following section "Additional Options" for more information.



Additional Options

Speaking

We are excited to offer a value add-on for sponsors of Trafinz 2023. To redeem this you must be a sponsor or exhibitor.

Level one

\$500 + gst

Level one entitles you to present your company/organisation to conference delegates for a five-minute presentation before either morning or afternoon breaks. There are five spots available.

Level two

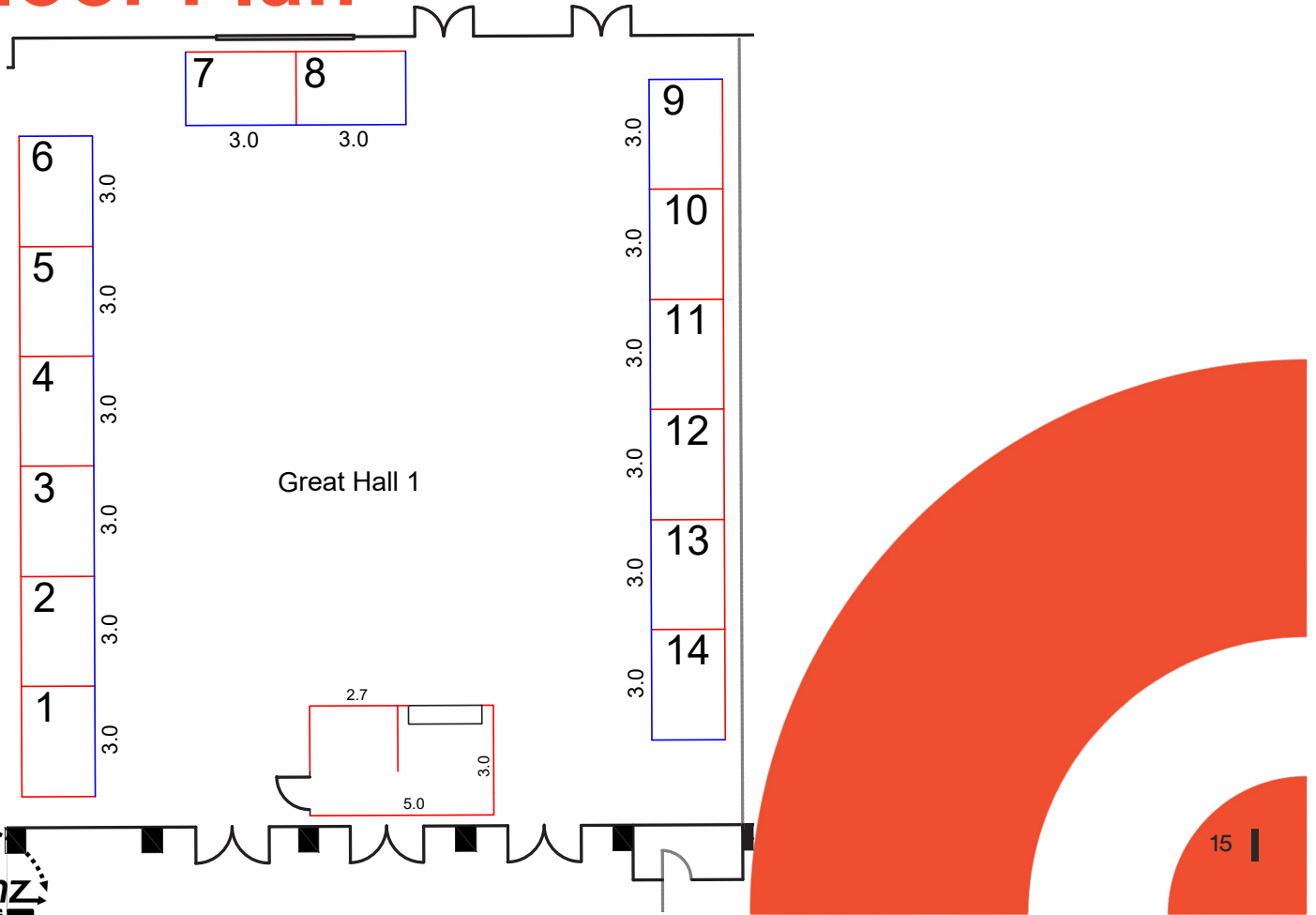
\$750 + gst

Level two entitles you to present your company to conference delegates for a ten-minute presentation before lunch. There are three lunch spots available.

Please note that these spots will be on a first in, first served basis (with first consideration applied to platinum, gold, silver and bronze sponsors).

As much as this is a captured audience, we cannot guarantee a full attendance.

Floor Plan



Terms & Conditions

Acceptance of Terms & Conditions

By submitting the sponsorship/exhibition application form, you acknowledge and accept the terms and conditions outlined on the following pages.

Sponsorship and Exhibition must be booked online by clicking on the following links to take you to the relevant portals:

[Sponsorship Portal](#)

[Exhibition Portal](#)

Cancellation Policy

Trafinz reserves the right to change the venue and duration of the event if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force so long as the sponsor is informed in reasonable time before the event.

After the official booking has been accepted by the organising committee, if the sponsorship or floor space can be resold to another company, the sponsor/exhibitor will receive a full refund, less administrative fees of 20% of the total sponsorship and or exhibition rate. If not able to be resold, the sponsor/exhibitor will be liable to pay the following fees:

If not able to be resold, the sponsor/exhibitor will be liable to pay the following fees:

- 50% of the total sponsorship/exhibition rate, if the cancellation request is received in writing before 23 July

- 100% of the total sponsorship/exhibition, if the cancellation request is received in writing after 23 July

Please note that all cancellation fees are payable irrespective of whether the invoice for sponsorship has been paid or not at the time on cancellation.

Participation as a sponsor or exhibitor is at the discretion of the organisers and the organisers reserve the right to approve sponsorship materials.

The sponsor will fully reimburse Trafinz for all claims, losses or expenses arising because of any breach or failure to perform any of the terms of the sponsorship agreement.

The conference committee reserve the right to charge interest on all outstanding debts for any collection costs relating to outstanding invoices.

If, for reasons beyond the control of the organising committee, the conference is cancelled, the sponsorship fee will be refunded after deduction of expenses already incurred.

Registration

For sponsorship packages that include complimentary registrations you will be asked to nominate the recipient of the complimentary registration.

*Please note all other attendees (including those manning the booth) will need to register for the conference. They can register as an exhibitor, single day or full delegate. Please refer to the website for pricing details.

Health & Safety

We take the health and safety of our delegates, exhibitors and suppliers seriously. An exhibitor manual will be provided to exhibitors closer to the conference. This will ask details around compliance when packing in your stand and working throughout the conference.

Please note that all electronic equipment plugged in onsite must be tagged and tested. By agreeing to exhibit at the conference, you agree to adhere to our health and safety policy.

Insurance/Liability

Sponsors and exhibitors must ensure that they are adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors near an exhibition stand.

Neither Trafinz, Harding Consultants, Exhibition Hire, nor any of their staff, employees, agents or other representatives shall be held accountable for, or liable for, and the same are released from accountability, or liability for any damage, loss, harm or injury to

the person or any property of the exhibition, however caused or any of its staff, employees, agents or other representatives.

In the event of industrial disruption and/ or equipment failure due to power supply problems, Trafinz, Harding Consultants and Exhibition Hire will not be held liable and accept no responsibility for loss of monies incurred by sponsors or exhibitors or damage to property.

Delegate details

Provision of delegate details is subject to privacy laws.

Payment

A confirmation letter and invoice will follow containing the detail of the agreement; payment is due within 7 days of date displayed on the invoice. The conference organisers reserve the right to withdraw and/ or re-allocate sponsorship if payment is not received by the due date.

To comply with all the obligations as specified under each level of sponsorship or trade exhibition, it is the responsibility of each exhibitor and/or sponsor to provide appropriate material by the date(s) specified.

Failure to meet the due date for payment may result in the cancellation of all or part of the obligations agreed between the parties. The conference committee reserve the

right to charge interest on all outstanding debts or for any collection costs relating to outstanding invoices, including interest on all outstanding debts.

Accommodation

Exhibitors will be able to book accommodation at the conference hotels where competitive room rates have been negotiated. Further details will be provided at the time of registration and on the conference website.

Catering

Catering for exhibitors will be served 15 minutes prior to the delegate conference refreshment breaks.

Talk to us

If you wish to discuss other packages outside those listed, please contact:

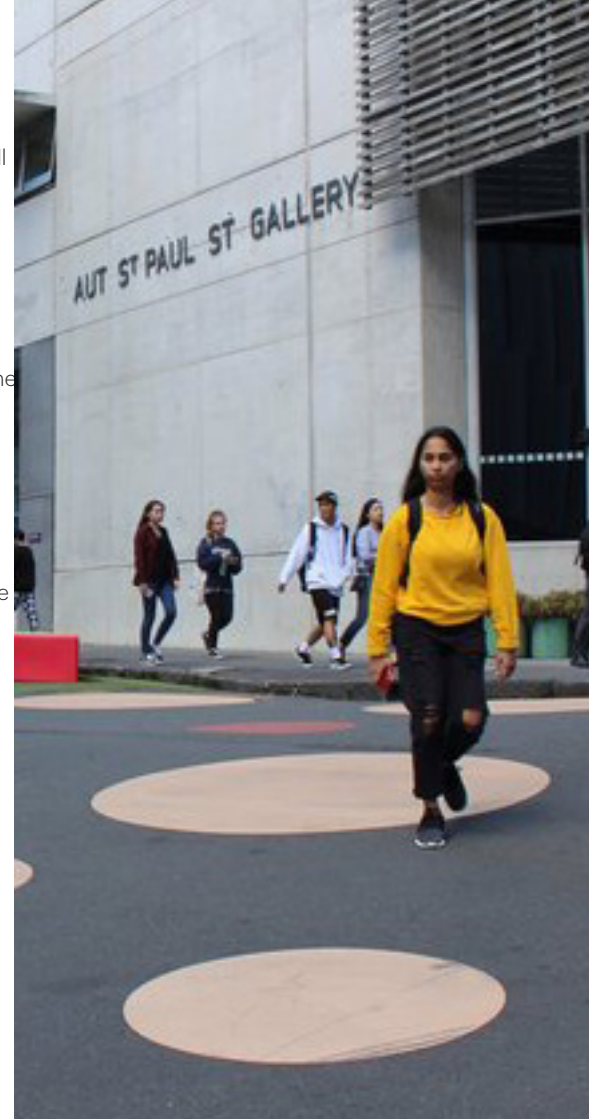
Harding Conferences:

T: 03 352 5598

M: 027 436 3083

E: glenda@hardingconsultants.co.nz

W: www.trafinzconference.co.nz



Further Information

If these sponsorship opportunities and benefits fall outside of your requirements but you still wish to be associated with the conference, please do not hesitate to contact the Conference Managers. We wish to be flexible and may be able to negotiate an alternative set of benefits to better suit your needs.

Sponsorship Portal

Exhibition Portal

Sponsorship and Exhibition can be booked by clicking on the following titles to take you to the relevant portals:

Should you require further information, please feel free to contact:

Glenda Harding
Conference Manager
Harding Conferences
03 352 5598
glenda@hardingconsultants.co.nz
trafinzconference.co.nz



HardingConferences

We guarantee you the applause



“Conferences organised by Hardings are always an easy and pleasurable experience” Dr Bridget Burdett, MRCagney