



Horizons in Livestock Sciences

The future of agriculture - value or volume?

# **SPONSORSHIP OPPORTUNITIES**

**Horizons in Livestock Sciences  
Conference**

**Convention Centre, Christchurch, New Zealand**

**28 – 30 October 2008**

## **EVENT OVERVIEW**

AgResearch, New Zealand, and CSIRO, Australia, are pleased to announce the fifth “Horizons in Livestock Sciences” Conference. This joint AgResearch-CSIRO Livestock Industries conference will provide a forum for eminent international speakers, Australian and New Zealand industry leaders and researchers and other participants to explore the chosen theme. The conference is to be held in the Christchurch Convention Centre from 28-30 October 2008 and follows the success of four previous CSIRO Livestock Industries *Horizons* conferences.

The 2008 *Horizons in Livestock Sciences* conference is to provide a public forum for farming and industry personnel from the dairy, meat and fibre sectors, policy makers and scientists to debate/discuss the theme ‘The future of agriculture – value or volume?’ Invited speakers will have the opportunity to inform debate through plenary sessions focusing on (i) drivers of change – demands and constraints, (ii) cutting edge science for future animal agriculture and (iii) industry transformation using case studies to examine responses from the dairy, meat and fibre sectors, while a panel will be assembled to examine critically the future of livestock-based production agriculture.

The conference provides an ideal opportunity to discover new livestock industry challenges and to share knowledge and experiences, whilst enjoying a varied programme of social events.

## **PROGRAMME OVERVIEW**

Please visit the Conference website to check for the draft programme matrix and further information on invited speakers – [www.livestockhorizons.com](http://www.livestockhorizons.com)

## **THE DESTINATION**

Christchurch, located in the province of Canterbury, is a leading conference venue in New Zealand. The largest city in the South Island, New Zealand, Christchurch is a spring board for add-on travels to New Zealand’s scenic beauty. It is the gate way to Mt Cook/Aoraki, Australasia’s highest mountain and also to iconic Milford Sound and the other treasures of the South Island’s Fordland National Park.

The Canterbury region of the South Island is one of the country’s most active regional economies. Around 484,000 people live in the region (12.8% of the New Zealand population). Representing 15% of New Zealand’s economic activity, Canterbury is regarded as an economic barometer on how the country is faring and also has tended to lead the cycle of economic activity in New Zealand. With an area of just on four million hectares, Canterbury has the largest area of flat land in New Zealand. It is about one sixth of the total area of the country. Canterbury produces two thirds of New Zealand’s grain crops. The most important businesses of Canterbury are the Primary sector (7.1%), Tourism (6.2%) and Food processing (9.4%). Employment around 97% is a percentage point higher than the rest of the country.

## **THE VENUE**

The Christchurch Convention Centre is an ideal venue that is set in central Christchurch nearby to a large range of accommodation possibilities within less than a five minute walking range. Christchurch International Airport is just a 20 minute taxi ride from the venue.

## **SPONSORSHIP – A VALUABLE OPPORTUNITY**

Sponsorship of the Horizons in Livestock Sciences Conference is a unique opportunity for your organisation to promote and showcase its products and services to a targeted and influential delegate group.

Your organisation will have access to delegates representing key figures in government, science and industry from Australia, New Zealand and some international destinations. The organisers recognise the importance for sponsors to have ample time during the programme to network with delegates, and as such, have made the trade display the main “networking hub” for the Conference. The welcome function and coffee breaks will be held in and around this area.

Sponsorship is an ideal way to position prominently your organisation as a key player in this industry.

The following levels of sponsorship have been designed to offer a range of opportunities to ensure you are able to select the level of involvement that best suits your organisation’s marketing objectives and budget. Each level offers a package of entitlements including naming rights to specific functions or Conference components and a range of acknowledgment opportunities pre, during and post event.

We are committed to working with your organisation to ensure maximum benefit and exposure from your involvement as a sponsor of Horizons in Livestock Sciences 2008 from the time you confirm your involvement to the completion of the event.

Please note, sponsorship packages are negotiable and we would be happy to discuss your specific requirements and where possible, tailor a package to suit your needs.



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# PRINCIPAL SPONSOR      NZ\$18,500 (plus GST)

## ENTITLEMENTS

### **Sponsorship of a Conference Session**

Your organisation will be acknowledged as the sponsor of a Conference Session including:

- Acknowledgement on the Session Slide to be screened at the commencement and conclusion of the session
- Opportunity to provide signage for the entrance to the session room during your sponsored session (size to be approved by Committee)
- Opportunity to provide promotional collateral for distribution to delegates on entry to the session
- Acknowledgement on all promotional material including the registration brochure, website and handbook.

*Principal Sponsors will also receive:*

### **Conference Website**

Your organisation will receive acknowledgment on the Conference website including corporate logo, promotional text and a hotlink to your website.

### **Conference Endorsement**

Your organisation is authorised to use the following phrase on promotional material until the conclusion of the Conference.

***OFFICIAL PRINCIPAL SPONSOR OF HORIZONS IN LIVESTOCK SCIENCES 2008***

### **Acknowledgement as a Principal Sponsor on Promotional Material**

Including but not limited to:

- **Registration Brochure** - Your organisation's logo on the front page
- Your organisation's logo to feature on **Promotional Slides** to be used at national and international conferences and events.
- **Posters** - Your organisation's logo to be included

### **Sponsor Booth**

Your organisation will be allocated a sponsor booth in a prominent location of your choice. The booth is 2 x standard booth size. A floor plan will be issued to you in due course.

### **Three Complimentary Registrations**

As a Sponsor, your organisation will be entitled to three complimentary Conference registrations including access to Conference activities and functions including the Conference Dinner.

### **Conference Handbook**

Your organisation will be acknowledged as a Sponsor in the Conference handbook which is distributed to all delegates at registration. This document contains all key information regarding the Conference including programme and all abstracts.

Your organisation's logo will be prominently featured in this document and you can also include a promotional paragraph. The life of the Conference Handbook extends well beyond the Conference as it is kept as a reference tool by many delegates and organisations.

### **Full Page (A4) Full Colour Advertisement**

Your organisation can provide a full page (A4) full colour advertisement for inclusion in the Conference Handbook. Final artwork must be provided in the format specified by the Conference Secretariat.

### **Logo on Conference Signage**

Your organisation's logo will appear on selected signage in the main Conference area of the venue for the duration of the Conference.

**Conference Satchel Insert**

This is an opportunity for your organisation to place important information in the hands of all delegates. Two items can be included in the delegate satchels which will be distributed at registration with the Conference Handbook. The size of your intended insert is to be approved by the Conference Organising Committee.

**PowerPoint Presentation**

Your organisation will be acknowledged as a Principal Sponsor on the PowerPoint presentation slides to be screened throughout the Conference.



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# MAJOR SPONSOR      NZ\$12,500 (plus GST)

## ENTITLEMENTS

### **Sponsorship of a Conference Session**

Your organisation will be acknowledged as a sponsor of a Conference Session including:

- Acknowledgement on the Session Slide to be screened at the commencement and conclusion of the session
- Opportunity to provide signage for the entrance to the session room during your sponsored session (size to be approved by Conference Organising Committee)
- Opportunity to provide promotional collateral for distribution to delegates on entry to the session
- Acknowledgement on all promotional material including the registration brochure, website and handbook.

*Major Sponsors will also receive:*

### **Conference Website**

Your organisation will receive acknowledgment on the Conference website including corporate logo, promotional text and a hotlink to your website.

### **Conference Endorsement**

Your organisation is authorised to use the following phrase on promotional material until the conclusion of the Conference.

**OFFICIAL MAJOR SPONSOR OF HORIZONS IN LIVESTOCK SCIENCES 2008**

### **Acknowledgement as a Major Sponsor on Promotional Material**

Including but not limited to:

- **Registration Brochure** - Your organisation's logo on front page
- Your organisation's logo to feature on **Promotional Slides** to be used at national and international conferences and events.
- **Posters** - Your organisation's logo to be included

### **Sponsor Booth**

Your organisation will be allocated a sponsor booth in a prominent location of your choice. The booth is a standard booth size. A floor plan will be issued to you in due course.

### **Two Complimentary Registrations**

As a Sponsor, your organisation will be entitled to two complimentary Conference registrations including access to Conference activities and functions including the Conference Dinner.

### **Conference Handbook**

Your organisation will be acknowledged as a Sponsor in the Conference handbook which is distributed to all delegates at registration. This document contains all key information regarding the Conference including programme and all abstracts.

Your organisation's logo will be prominently featured in this document and you can also include a promotional paragraph. The life of the Conference Handbook extends well beyond the Conference as it is kept as a reference tool by many delegates and organisations.

### **Full Page (A4) Full Colour Advertisement**

Your organisation can provide a full page (A4) full colour advertisement for inclusion in the Conference Handbook. Final artwork must be provided in the format specified by the Conference Secretariat.

### **Logo on Conference Signage**

Your organisation's logo will appear on selected signage in the main Conference area of the venue for the duration of the Conference.

**Conference Satchel Insert**

This is an opportunity for your organisation to place important information in the hands of all delegates. Two items can be included in the delegate satchels which will be distributed at registration with the Conference Handbook. The size of your intended insert is to be approved by the Conference Organising Committee.

**PowerPoint Presentation**

Your organisation will be acknowledged as a Major Sponsor on the PowerPoint presentation slides to be screened throughout the conference.



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# **SPONSOR            NZ\$8,250 (plus GST)**

## **ENTITLEMENTS**

### **Sponsorship of a Conference Session**

Your organisation will be acknowledged as a sponsor of a Conference Session including:

- Acknowledgement on the Session Slide to be screened at the commencement and conclusion of the session
- Opportunity to provide signage for the entrance to the session room during your sponsored session (size to be approved by Conference Organising Committee)
- Opportunity to provide promotional collateral for distribution to delegates on entry to the session
- Acknowledgement on all promotional material including the registration brochure, website and handbook.

*All Sponsors will also receive:*

### **Conference Website**

Your organisation will receive acknowledgment on the Conference website including corporate logo and a hotlink to your website.

### **Conference Endorsement**

Your organisation is authorised to use the following phrase on promotional material until the conclusion of the Conference.

***OFFICIAL SPONSOR OF HORIZONS IN LIVESTOCK SCIENCES 2008***

### **Acknowledgement as a Sponsor on Promotional Material**

Including but not limited to:

- **Registration Brochure** - Your organisation's logo on front page
- Your organisation's logo to feature on **Promotional Slides** to be used at national and international conferences and events.

### **Sponsor Booth**

Your organisation will be allocated a Sponsor Booth in prominent location of your choice. The booth is a standard booth size. A floor plan will be issued to you in due course.

### **Two Complimentary Registrations**

As a Sponsor, your organisation will be entitled to two complimentary Conference registrations including access to Conference activities and functions including the Conference Dinner.

### **Conference Handbook**

Your organisation will be acknowledged as a Sponsor in the Conference handbook which is distributed to all delegates at registration. This document contains all key information regarding the Conference including programme and all abstracts.

Your organisation's logo will be prominently featured in this document. The life of this document extends well beyond the Conference as it is kept as a reference tool by many delegates and organisations.

### **Full Page (A4) Mono Advertisement**

Your organisation can provide a full page (A4) mono advertisement for inclusion in the Conference Handbook. Final artwork must be provided in the format specified by the Conference Manager.

**Logo on Conference Signage**

Your organisation's logo will appear on selected signage in the main Conference area of the venue for the duration of the Conference.

**Conference Satchel Insert**

This is an opportunity for your organisation to place important information in the hands of all delegates. Two items can be included in the delegate satchels which will be distributed at registration with the Conference Handbook. The size of your intended insert is to be approved by the Conference Organising Committee.

**PowerPoint Presentation**

Your organisation will be acknowledged as a Sponsor on the PowerPoint presentation slides to be screened throughout the Conference.



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# SUPPORTER

**NZ\$4,000 (plus GST)**

## ENTITLEMENTS

Your organisation will have the choice of one of two key entitlements:

### **Sponsorship of a Conference Session**

Your organisation will be acknowledged as a sponsor of a Conference Session including:

- Acknowledgement on the Session Slide to be screened at the commencement and conclusion of the session
- Opportunity to provide signage for the entrance to the session room during your sponsored session (size to be approved by Conference Organising Committee)
- Opportunity to provide promotional collateral for distribution to delegates on entry to the session
- Acknowledgement on all promotional material including the registration brochure, website and handbook.

OR

### **Supporter Booth**

Your organisation will be allocated a Supporter Booth in the Conference trade exhibition. The booth is a standard booth size. If you select this option, a floor plan will be issued to you in due course.

All Supporters will also receive:

### **Conference Website**

Your organisation will receive acknowledgement on the Conference website including corporate logo and a hotlink to your website.

### **Conference Endorsement**

Your organisation is authorised to use the following phrase on promotional material until the conclusion of the Conference.

***OFFICIAL SUPPORTER OF HORIZONS IN LIVESTOCK SCIENCES 2008***

### **Acknowledgement as a Supporter on the Conference Registration Brochure**

Your organisation's logo will be printed on front page of the Conference Registration Brochure.

### **One Complimentary Registration**

As a Supporter, your organisation will be entitled to one complimentary registration including access to Conference activities and functions including the Conference Dinner.

### **Conference Handbook**

Your organisation will be acknowledged as a Conference Supporter in the Conference handbook which is distributed to all delegates at registration. This document contains all key information regarding the Conference including programme and all abstracts.

Your organisation's logo will be featured in this document. The life of this document extends well beyond the Conference as it is kept as a reference tool by many delegates and organisations.

### **Half Page (A4) Mono Advertisement**

Your organisation can provide a half page (A4) mono advertisement for inclusion in the Conference handbook. Final artwork must be provided in the format specified by the Conference Secretariat.

**Conference Satchel Insert**

This is an opportunity for your organisation to place important information in the hands of all delegates. One item can be included in the delegate satchels which will be distributed at registration with the Conference Handbook. The size of your intended insert is to be approved by the Conference Organising Committee.

**Logo on Conference Signage**

Your organisation's logo will appear on selected signage in the main Conference area of the venue for the duration of the Conference.

**PowerPoint Presentation**

Your organisation will be acknowledged as a Supporter on the PowerPoint presentation slides to be screened throughout the Conference.



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## **PAYMENT SCHEDULE**

The following payment schedule is applicable to all sponsorship levels.

50% deposit on confirmation of Sponsorship

50% final payment by Monday 7 July 2008 (three months prior)

Please contact the Conference Secretariat if the proposed schedule is unsuitable and where possible, we will endeavour to adjust the payment schedule as required.

*Please note all prices quoted in this document are in New Zealand Dollars. GST applies to only New Zealand-based sponsors.*

## **DISCLAIMER**

The entitlements listed in this document are offered on the basis that confirmation of a sponsor's involvement is received prior to the deadline specified by the Conference Secretariat (eg production of promotional material).

The Conference Organising Committee reserves the right to amend these packages subject to change in the programme format.

## **THE CONFERENCE SECRETARIAT**

**The Professional Development Group (PDG), Lincoln University**, has been appointed as the Conference Secretariat of Horizons in Livestock Sciences 2008. Your organisation can feel confident that the PDG will work with you and your representatives to develop a comprehensive package of benefits to suit your marketing strategy and then ensure your company receives maximum value from every promotional element of the package. Please do not hesitate to contact the Conference Manager to discuss any aspect of your involvement.

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