



Public Health  
ASSOCIATION OF NZ INC  
KĀHUI HAUORA TŪMATANUI



**CONFERENCE 2012**  
Equity from the start  
- valuing our Children

3 - 5 September 2012  
Pipitea Campus  
Victoria University  
WELLINGTON

Gateway sessions  
3rd September 2012

[www.pha.org.nz](http://www.pha.org.nz)

## **Sponsorship Opportunities**

**Your contact: Prudence Stone**

Sponsorship Committee member, PHA Wellington

**027 648 2020**

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## **Welcome,**

and thank you for this opportunity to send you information on sponsorship opportunities for the Public Health Association national conference in September 2012. This year the conference will be held in Wellington, and we expect approximately 350 delegates from throughout New Zealand to participate.

The theme of the conference is “Equity from the Start, Valuing our Children”: The conference will focus on New Zealand’s children and the social determinants of their well-being, as well as our responsibility to provide for every child in New Zealand an equal opportunity, regardless of their parents’ income, education or ethnic status.

Given this theme, the conference planning committee is eager to engage the broader network of people involved in New Zealand children’s wellbeing, including but not exclusive to public health professionals. We are also exploring ways to engage children themselves at the conference, to enable us all to see these members of our community not just as benefactors and consumers, but as active shapers of our present and future.

Last year the Public Health Association set a precedent at its national conference in Christchurch by working towards CarbonZero™ certification through the carboNZero™ programme. This year the Wellington PHA will carry on with this commitment to measure, manage, and mitigate emissions related to all aspects of the conference.

With both this commitment to sustainability and our efforts to engage children and youth within its programme, this conference promises to be an innovative and exciting experience for its attendants, binding them to the values of public health regardless of their professional background.

It is our sincere hope that your organisation will be as excited as I am to be involved in such an endeavour.

Yours sincerely,

**Prudence Stone,**  
PHA Conference 2012 Sponsorship subcommittee

## Sponsorship Benefits

### ***Venue***

The conference will be held in the Pipitea Campus of Victoria University, close to the waterfront in the heart of Wellington's CBD and across from parliament buildings. The campus is also close to Wellington's central train station and bus depot, making transport to and from the conference highly accessible.



### ***Profile of Delegates***

Delegates range from primary and secondary care professionals in a variety of fields within public health, to policy makers and developers, researchers, and members of local and national government. All share a common interest in the public health of New Zealand, but while some are there to gain professional development, others are there because of the unique forum for discussion the PHA conference is renowned for.

Each year, the regional board charged with hosting the conference looks to engage a greater community of delegates, based upon a theme. This year, with the theme Equity from the start – valuing our Children, the Wellington board hopes to draw interest from the education sector and its wider network of agencies with a workforce involved with children's welfare and development.

### ***Your involvement***

Participating as a sponsor provides an opportunity for you to show your support and commitment to equity for New Zealand's children, whilst giving you the chance to showcase your products and services in the nation's capital city.

The benefits to your organization include:

- an opportunity to network and build relationships with key players in public health/children's policy, research, advocacy, as well as leaders in government and service providers
- the chance to showcase the products and services you offer in the context of public health and children's wellbeing

- the chance to grow public perception of your organisation's contribution to children's equity and wellbeing, building your organisation's credibility and enhancing its profile
- an opportunity to launch new products.

### ***Programme***

We expect approximately 350 delegates from throughout New Zealand to participate, based upon current interest and recent/ongoing events related to the conference's theme.

Proposed streams of the conference are currently:

- Looking back to look forwards
- Values to achieve equity
- Children's voices
- What can we agree on?
- Taking action

The conference will take place over three days, though the first day will be devoted to gateway events that have a specific focus inside the broader theme of children's wellbeing/equity and/or public health. The format for gateway events is open to interpretation so that hosting groups may have the opportunity to workshop, train, or take delegates on a tour. If your organisation is interested in becoming a host to a gateway event of its own, please do not hesitate to discuss this with your sponsorship committee contact.

***Various levels of sponsorship are outlined on the following pages for you to consider.***

***Pounamu Sponsor \$10,000 +GST***

*Available to 3 sponsors only*



- Acknowledgement in the opening and closing ceremonies of the conference
- Sponsor logo on:
  - the cover of the conference handbook
  - conference holding slides shown between all sessions
  - the conference website (with link to your own website)
  - the conference satchel.
- Full page colour advertisement and sponsor profile (to be supplied by sponsor) in the conference handbook
- Exhibition stand with the right to conduct your own competitions (please refer to the trade exhibition section of this prospectus for details of stand conditions)
- The right to include a promotional brochure and goods in the conference pack
- The right to place two promotional pull up banners for the duration of the conference in the entry to the main conference space (exact positioning will be at the discretion of the conference organisers)
- Four full conference registrations for delegates from your organisation to attend the conference.

## **Gold Sponsor \$7500 +GST**

*Available to 6 sponsors only: sole sponsorship of EITHER one plenary session and its keynote speaker, OR one conference dinner*



- Each of these sponsors will have verbal acknowledgement of their sponsorship by the conference MC at the start of the sponsored session, and (for plenary sponsors) the option of introducing the plenary speaker on behalf of their organisation, or (for dinner sponsors) the option of blessing the meal on behalf of their organisation
- Sponsor logo on:
  - the conference website (with link to your own website)
  - the conference handbook
  - conference holding slides for the sponsored session.
- Half page colour advertisement (to be supplied by sponsor) in the conference handbook
- Exhibition stand with the right to conduct your own competitions (please refer to the trade exhibition section of this prospectus for details of stand conditions)
- The right to include a promotional brochure and goods in the conference pack
- Three full conference registrations for delegates from your organisation to attend the conference.

## **Silver Sponsor \$5000 +GST**

*Available to up to 9 sponsors: sole sponsorship of EITHER one gateway event, OR one conference luncheon*



- The option of (for gateway sponsors) introducing the speaker(s) on behalf of their organisation, or (for luncheon sponsors) the option of blessing the meal on behalf of their organisation. Luncheon sponsors will also be verbally acknowledged for their sponsorship by the conference MC at the luncheon's commencement
- Sponsor logo on:
  - the conference website (with link to your own website)
  - the conference handbook
  - conference holding slides for the sponsored session
- Quarter page advertisement (to be supplied by sponsor) in the conference handbook
- Exhibition stand (please refer to the trade exhibition section of this prospectus for details of stand conditions)
- The right to include a promotional brochure and goods in the conference pack
- Two full conference registration for delegates from your organization to attend the conference.

***Paua Sponsor \$2500 +GST***

*Available to 9 sponsors: sole sponsorship of EITHER one conference breakout rooms (5 in total),*

*OR one day's conference morning and afternoon teas,*



*OR conference lanyards and pocket programme, OR conference stationery (to be provided by the sponsoring company)*

- Sponsor logo on:
  - (for breakout session sponsors) holding slides for the room
  - (for stationery sponsor) conference writing pad and pens
  - (for lanyard sponsor) conference lanyards and pocket programme
  - the conference website
  - the conference handbook
- Morning and afternoon tea sponsors will be verbally acknowledged for their sponsorship by the conference MC on the day
- Quarter page advertisement (to be supplied by sponsor) in the conference handbook
- Exhibition stand (please refer to the trade exhibition section of this prospectus for details of stand conditions)
- The right to include a promotional brochure or goods in the conference pack
- One full conference registration for a delegate from your organization to attend the conference.



## ***Exhibitor displays***

In order to provide sponsors with optimum exposure to delegates, the exhibition area will be located in the main hub of the conference venue, where lunch, morning and afternoon tea breaks will be held.

Pounamu and Gold Sponsors will be provided one exhibition stand (skirted trestle table) and allocated space (3.6m wide x 1.2m deep) at the discretion of the conference organisers. Silver and Paua Sponsors will be provided one exhibition stand (skirted trestle table) and allocated space (2.4m wide x 1.2m deep) at the discretion of the conference organisers. Higher visibility/closer proximity to delegates will be given to higher status sponsors.

Pounamu and Gold sponsors will be provided spot lighting and will have the option of power supply to their stands.

Sponsors will be given priority for setting up exhibitor displays at the conference. If space permits, display sites will be available to other agencies.

## **Conference information**

### ***Cancellation policy***

All cancellations must be made in writing to the conference organiser. Cancellations received on or before April 30 2012 will receive a refund less an administration fee of \$200 +GST. All cancellations made after this date will be liable for full costs of their commitment.

In the event of the conference being cancelled, a full refund less a \$200 +GST administration fee will be made.

### ***Conference organiser***

To secure your sponsorship please talk to your sponsorship committee contact. Once your commitment is secured, all details of your sponsorship will be managed by the conference organiser:

Paardekooper and Associates  
PO Box 41002, Eastbourne  
Lower Hutt 5047  
Phone 04 562 8259

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