

**Asia-Pacific Languages for Specific
Purposes and Professional Communication
Association
Conference 2017**

**Sponsorship
Opportunities**

**Wednesday 26 – Friday 28 April 2017
Victoria University of Wellington
NEW ZEALAND**

A fantastic opportunity to showcase your organisation.

Tēnā koutou katoa

The Asia-Pacific Languages for Specific Purposes and Professional Communication Association Conference 2017 promises to be an international and national event. This conference follows from the previous conferences held in Hong Kong, Malaysia and USA. For the Aotearoa New Zealand conference in 2017, we have internationally recognised scholars in Language for Specific Purposes (LSP) and Professional Communication flying in from overseas, as well as a few home grown experts. We're focused on research and teaching of LSP and Professional Communication, so we are expecting a strong showing of teachers too.

Our conference is inspired by the following well known Māori proverb in praise of cooperation:

Naau te rouro, naaku te rourou, ka ora manuhiri
“with your food basket and mine, the guests will be satisfied”

Therefore, our conference focuses on how, through collaborating to share knowledge, experience and skills, we can all gain and grow in many ways.

Our conference will seek ways to facilitate conversations between Language for Specific Purposes and Professional Communication scholars and practitioners from the Asia-Pacific region and further afield, and to encourage learning through collaboration between us all. The conference logo encapsulates the aspiration of intertwined threads of research and practice leading to new insights and inspiration.

We have a range of opportunities for you to be involved in from trade and display stands, through to sponsoring a speaker, an event during the conference, and so on.

We're excited about this upcoming conference and we are very pleased to invite you to support and participate in this event both at the trade exhibition and through sponsorship.

We look forward to hearing from you and we thank you for your consideration.

The Conference Committee
Averil Coxhead
Janet Holmes
Meredith Marra (Conference convenor)
Jean Parkinson

Victoria University of Wellington
Wellington
New Zealand

Sponsorship Opportunities

GOLD	SILVER
<p>If your sponsorship totals \$5,000 + GST or more you will receive the following additional benefits.</p>	<p>If your sponsorship totals \$3,000 + GST or more you will receive the following additional benefits.</p>
<ul style="list-style-type: none"> • Recognition as a Gold Sponsor • Sponsor logo in prime position in the conference handbook • Sponsor logo on the conference website with link to company website • Sponsor logo on the conference holding slide shown between sessions • A full page black and white/ full colour advert in the handbook • One exhibition space • One satchel insert • Two complimentary registrations 	<ul style="list-style-type: none"> • Recognition as a Silver Sponsor • Sponsor logo in the conference handbook • Sponsor logo on the conference website with link to company website • Sponsor logo on the conference holding slide shown between sessions • A half page black and white/ full colour advert in the handbook • One exhibition space • One satchel insert • One complimentary registration

Individual Sponsorship Opportunities

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

<p>Conference Satchel/Compendium</p> <p>The conference satchel will be printed with the sponsor's logo in a one colour print, as well as with the conference logo.</p>	<p>\$4,000</p>
<p>Conference Handbook</p> <p>The sponsor's logo will be printed inside the front cover of the conference handbook, and the sponsor will be acknowledged on the contents page. You also receive a full colour advertising space on the back cover of the handbook. (The size of handbook is to be confirmed by the conference committee)</p>	<p>\$3,000</p>
<p>Conference Dinner</p> <p>The sponsoring organisation will be acknowledged as the sponsor in all conference publications. The sponsoring company will have brand visibility at the venue of the conference dinner.</p> <p>To discuss further details about the conference dinner, please contact the Conference Organiser on +64 4 562 8259.</p>	<p>\$3,000</p>

<p>Welcome Function The sponsoring organisation of the networking function will be acknowledged as the sponsor of the specific function in all conference publications. The sponsoring company will have brand visibility at the venue of the function being sponsored.</p> <p>To discuss further details about the social function, please contact the Conference Organiser on +64 4 562 8259.</p>	<p>\$3,000</p>
<p>Keynote speakers</p> <p>Sponsorship is available for keynote speakers. Sponsors will be acknowledged in the conference programme and by the persons introducing the presenters. The Sponsor will be able to exhibit banners or other promotional material in the conference room for that session.</p> <p>Keynote speakers for 2017 to date are as follows:</p> <ul style="list-style-type: none"> • Professor Brian Paltridge, University of Sydney • Associate Professor Helen Basturkmen, University of Auckland • Dr Christine Feak, University of Michigan • Professor Kazuyo Murata, Ryukoku University, Japan • Professor Cynthia White, Massey University <p>To discuss further details about sponsoring a keynote speaker, please contact the Conference Organiser on +64 4 562 8259.</p>	<p>\$2,000 per speaker</p>
<p>Conference Lanyard</p> <p>The conference lanyard for delegate name badges will be branded with the sponsor's logo in a one colour print.</p>	<p>\$2,000</p>
<p>Lunch (3 available)</p> <p>The sponsor of each lunch will receive recognition in the conference session prior to the relevant break as well as acknowledgement in the conference programme and in the handbook.</p>	<p>\$1,750 each</p>
<p>Pocket programme</p> <p>The pocket programme inserted into the name badge pocket will be branded with the sponsor's logo.</p>	<p>\$1,000</p>
<p>Delegate gift</p> <p>Sponsors have the opportunity to place a gift and advertising of a product or service in the conference satchel provided to all delegates.</p>	<p>\$1,000 Plus product</p>
<p>Morning Tea and Afternoon Tea (3 of each available)</p> <p>The sponsor of each catered break will receive recognition in the conference programme and in the handbook. The sponsor will have brand visibility during the sponsored catered break.</p>	<p>\$750 each</p>

<p>Full Page Advertising in the Conference Handbook</p> <p>The conference handbook will be provided to all delegates and is a valuable reference long after the conference.</p>	<p>\$600</p>
<p>Pens</p> <p>The sponsoring organisation will be the official sponsor of the conference pens by supplying branded pens for inclusion in the conference satchels.</p>	<p>\$500 plus product</p>
<p>Notepads</p> <p>The sponsoring organisation will be the official sponsor of the conference note pad by supplying branded note pads for inclusion in the conference satchels.</p>	<p>\$500 plus product</p>
<p>Half Page Advertising in the Conference Handbook</p> <p>The conference handbook will be provided to all delegates and is a valuable reference long after the conference. The handbook will be A4 and all adverts will be printed in black and white.</p>	<p>\$350</p>
<p>Satchel Inserts</p> <p>The inclusion of one item of your promotional material in the conference satchel. As a guideline, satchel inserts should be no bigger than A4 size.</p>	<p>\$350 each</p>

All the above figures are in \$NZ and are exclusive of GST.

Contact Us

If you wish to discuss your conference sponsorships options then please contact the Sponsorship Manager [Penny Stock](#) or phone +64 4 562 8259.

Once you have decided on your level of involvement, please contact Paardekooper and Associates as above to arrange your requirements and make your booking. You can also complete the attached Sponsorship Application Form and return by email to [Penny Stock](#) if you prefer.

More information about Asia Pacific Language for Specific Purpose 2017 and its legacy is also available on the conference website [here](#).

Act now to secure your first choice.

Exhibition Space

An exhibition will be held in conjunction with the conference. In order to provide you with the optimum exposure to delegates, the exhibition will be located in the main hub of the conference venue. Lunch, coffee and morning and afternoon tea breaks will be held in this area.

Costs

The charge for exhibition space will be \$1,000 + GST each including 1 free attendant (Additional trade attendant - \$150 + GST)

Each booth will include:

- 2.4m wide x 1.2m deep x 2.3m velcro receptive display panels. The basic set-up includes side and back partitioned walls.
- 1 x 10 amp power supply and a multi-box
- 2 x 150 watt spot lights
- A trestle table, tablecloth and chair
- Installation and removal of basic set-up

Any additional requirements will be the responsibility of exhibitors and at their own cost.

Sponsorship Application

Organisation _____
Contact person _____
Position within Organisation _____
Business address _____

Telephone _____
Mobile _____
Email _____

Sponsorship request:

1 _____ \$ _____
2 _____ \$ _____
3 _____ \$ _____

Special requirements _____

Upon receipt of your signed application form, the conference organiser will forward an email and invoice to confirm your participation.

Signed _____

Date _____

Please complete this form, keep a copy for your records and post or email the original to:

Conference Organiser – Paardekooper and Associates
PO Box 41002, Eastbourne, Lower Hutt 5047, New Zealand
Phone +64 4 562 8259, email: penny@paardekooper.nz

SPONSORSHIP TERMS AND CONDITIONS

Full payment of your sponsorship commitment is required within 14 days from the date of the invoice.

All cancellations must be made in writing by email to the conference organiser. All cancellations are subject to an administration fee of \$300 + GST. Cancellations received on or before 5 pm, Monday 25 January 2017 will receive a refund less an administration fee of \$300 + GST. Cancellations made after 5 pm, Monday 25 January 2017 will be liable for the full cost of your commitment. In the unlikely event of the conference being cancelled, a full refund less a \$300 + GST administration fee will be made.