



TUESDAY 15th - THURSDAY 17th **MAY 2018** | CAROLINE BAY HALL, **TIMARU**

www.deernz.org

Deer Industry Partnership Prospectus 2018

VENUE Caroline Bay Hall, Caroline Bay, Timaru

DATES Tuesday 15TH + Wednesday 16TH May 2018
DFA Branch FIELD DAY Thursday 17TH May 2018

PROGRAMME The conference format is

- Day one “NZDFA AGM, Technical sessions Research and Development and Advance Party feature presentations
- The NZVA Deer Branch will be meeting jointly on Tuesday for the technical sessions of the Deer Industry conference
- Day two “The Business of Deer Farming where keynote speakers will present Sponsors are warmly invited to attend any of the business sessions

SOCIAL TIME TOGETHER

Tuesday Evening 15th May | Welcome Function Dinner | Landing Services Venue

This evening will be a celebration of local farmed product | Four courses served over the evening as a degustation menu alongside local wines and craft beers |

The evening will also include a quiz night between courses.



Wednesday 16th May | Annual Awards Conference Dinner | Caroline Bay Hall

The chef has been invited to create a menu demonstrating the best product from the region. The evening will combine entertainment and the presentation of the Deer Industry Award and Matuschka Award for 2018.

Thursday 17th May- SCDFA | Field day

Heading up the Rangitata Gorge by bus to visit Mt Peel Station, White Rocks and Mesopotamia Station- time and conditions allowing- Sponsors are invited , there may be an additional cost to cover transport and catering

MEDIA COVERAGE/ CONNECTIONS FOR THE CONFERENCE

- **Stagline Online** to each Branch and DFA member (produced first Friday of each month).
- The April/May issue of **Deer Industry News** (this reaches all industry participants either in hard copy or online).
- Deer Industry Conference **Facebook page** in the lead up to conference to link to items of interest through this media stream, for which the online community is increasing daily.
- **Countrywide Magazine** (incorporating the Deer Farmer) and other rural newspapers.
- Monthly **email update** to our databases.
- Industry Website www.deernz.org.
- Networking and brand exposure with onsite delegates.
- The online community that will join online through the live stream.
- Deer Industry Conference Facebook and Twitter Live updates.
- **Deer Industry News June** post conference reporting.
- On- demand videos that will be posted on the DINZ website post conference



TO BOOK YOUR PACKAGE

Complete the attached form and scan/email to pat@dcms.co.nz
Or
go to www.deernz.org and select the conference logo to access the online registration website and you can complete the partnership application and book your delegate right there

Premium Package. Value \$3500 +GST

Option A

Conference Speaker Support.

- ❖ Name association with invited speaker (noted in all publicity and in the printed programme)
- ❖ One Pull up banner display (1 metre wide) displayed on stage while speaker presenting
- ❖ Power Point introduction slide will feature the sponsor's company logo
- ❖ Live stream interview with speaker (on the couch) branded with company banner as background drop

Option B

Product Supply.

- ❖ Supply of a vendor's product at the Awards Dinner [Beef/lamb/venison]
- ❖ Banner display One Pull up banner display (1 metre wide) a small brochure rack can be placed adjacent to the banner (placed in the conference catering area)
- ❖ Live stream feed: Supply a Video or advert to play during the live-stream in the catering breaks. This could be showcasing product or service. (Must be supplied ready to play. Max time 3 minutes.

Option C

Service Supply.

- ❖ Supply a service that adds benefit for the delegates or the conference organisation, in agreement with the organisers
- ❖ Live stream feed: Supply a Video or advert to play during the live-stream in the catering breaks. This could be showcasing product or service. (Must be supplied ready to play. Max time 3 minutes.
- ❖ Banner display One Pull up banner display (1 metre wide) a small brochure rack can be placed adjacent to the banner (placed in the conference catering area)

The following items come with your selection above to complete the full package for the Premium package.

1. Conference Programme. Full colour A5 advertisement in landscape or portrait layout (copy to be supplied). Format: High Resolution PDF
2. Programme listing with full sponsor's contact details and description of products and services
3. Deer Industry News. Advertisement in June/July issue, bottom of page strip advert. (supply copy) Size:178mm wide x 35mm deep: Format: High Resolution PDF
4. Media Coverage Deer Industry Facebook page: forward us a story or link and we will post it on this page prior to or during the event
5. On DEER NZ conference homepage: Placement of the premium sponsor's LOGO, Logo will link to sponsors website.
6. Registration : Full registrations for two attending Tuesday and Wednesday sessions, Welcome Function (15th May) and Awards dinner (16th May)
7. Access to the list of delegates two weeks prior to the conference

Full Exhibition Package Value \$1500 +GST

❖ Banner display

Floor space | 2 metres wide x 1 metre deep | trestle table [1.8m is supplied]

Suitable for a freestanding banner display [No wall or surface for any attachment]

Exhibition is located in the conference catering area, in a linear format

❖ Registration

One full registration to attend all conference sessions and social functions, includes daytime catering.

❖ Corporate LOGO placement

Placement of the sponsor's LOGO on conference website (sponsor's page)

Logo will link to sponsors website

❖ Conference programme

Listing with full sponsor's contact details and description of products and services

❖ Deer Industry News

Advertisement in April/May issue. (bottom of page strip advert with copy to be supplied)

Size:178mm wide x 35mm deep Format: High Resolution PDF

❖ Media Promotion

Deer Industry Facebook page: Forward a story or link to us and we will post it on this page prior to or during the event

❖ Live Stream

Video stories or advert to play during the live-stream in the catering breaks .This could be showcasing product or service. (must be supplied ready to play) max time 2 minutes

Advertising Package Value \$900+GST

Chose one of the following

1. **Name tag sponsorship:** company logo will be included on each delegates name tag
2. **Advert:** A5 portrait colour advertisement in the conference programme and on the live stream. (Max video clip 30 secs). Content must be supplied ready to play/print
3. **Deer Industry Facebook page:** Forward any organisationally relevant story to us and we will post it on the Deer industry conference FB page. [limit one per week]
4. **Welcome Function Quiz Night sponsor.** Organisation logo and banner on display in the venue on the night, can supply a Quiz master and add prizes or product for the night [in agreement with the organising committee]

Banner Display Value \$1100 +GST

- ❖ Pullup banner 1 m wide *Note : This option does not include any product placement, if you wish to display product the exhibition package above should be selected*
- ❖ One registration to attend the full conference and social functions

For any information in regard to the Industry Partnerships contact:

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