

SPONSORSHIP OPPORTUNITIES

ITx 2014: 8-10 OCT, AUCKLAND

ITx New Zealand's
Conference of IT
INNOVATION x TECHNOLOGY x EDUCATION

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WELCOME

It's my pleasure to present to you this exciting sponsorship opportunity. We invite you to be a part of a new era: New Zealand's broadest and largest independent innovation-focused conference of IT, and the inaugural Excellence in IT Awards.

ITx is New Zealand's Conference of IT. Running at the Rendezvous Grand Hotel, right in the heart of Auckland, this conference will have the ability to effectively attract participants from right across New Zealand and in some cases, the world.

The Rendezvous is within easy striking distance of all major IT hubs such as the Wynyard Quarter and Penrose. Being located in Auckland has the potential to attract a significant audience for both population reasons, and the ease of travel routes.

ITx 2014 will offer a unique blend of participants drawn from three major segments of the industry. The Institute of IT Professionals (IITP) addresses professionals and leaders in the IT industry across New Zealand and as with previous years, will attract the absolute best innovators, leaders and experts in our industry. Computing and IT Research and Education NZ (CITREnz) brings the polytechnic and Institute of Technology sector of New Zealand, and Computer Science Association of NZ (CSANZ) brings the university sector to the conference.

This grouping extends an enormously successful IITP conference in Tauranga in 2013 and earlier, and 26 years of annual CITREnz conferences. Promotion of the conference through the three organisations, and more broadly across the sector, gains you access to the largest exposure to IT professionals and educators in the country. A full PR campaign will run in Auckland and across New Zealand alongside the promotions to Institute members and member organisations. We're also expecting wide coverage of the event in local media and online media listings.

2014 also sees the introduction of the inaugural **IITP Excellence in IT Awards**, recognizing the people that make such a difference to our sector. These awards are going to be big, culminating in a black tie gala dinner on the Thursday night

of ITx. We're expecting a full house of around 550 attendees for these awards plus wide media coverage. Support for this event from the sector is crucial and it's a great opportunity to be associated with innovation and success.

ITx 2014 provides a wide range of sponsorship opportunities suitable for every budget and ensuring maximum visibility of the sponsors, please read on for further details. Beyond these publicised opportunities we will gladly discuss tailored packages for your company and its brand expectations.

Running over three days and with five simultaneous streams and plenary keynotes there will be a session for everyone and multiple venues at which visibility can be assured. Top-flight keynotes are being signed up for the three days and we are expecting the ICT or another senior Minister to officially open the conference.

ITx 2014 is going to be an exciting and important conference for our industry. I therefore commend the sponsorship opportunities that we are offering to you. With a history of strong performance with our national conferences we can offer a quality experience for your company, exhibitors and attendees. Come and be part of ITx, and help make this an amazing experience for everyone.

Robert Amor, CHAIR

CONFERENCE STEERING GROUP
2014 ITx CONFERENCE

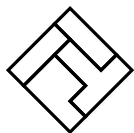


WHAT IS ITx AND WHO'S BEHIND IT?



ITx combines three successful IT-related conferences, establishing the broadest and largest non-vendor general IT conference in New Zealand.

ITx brings together the best from the IT industry, research community and education sector and features the latest in innovation, technology and education.



Institute of IT Professionals

The Institute of IT Professionals NZ is New Zealand's leading body for those working or studying in Software and Information Technology (IT) related fields.

With thousands of members throughout New Zealand and direct relationships with Government, academia and the industry, IITP is the authoritative voice of the Information Technology profession.

Previous IITP conferences have attracted a who's who of the IT sector, with a diverse range of speakers and a host of experts from every corner of IT.

The Institute has been representing the profession for 54 years and hosted the main IT conference for much of this time. After an extended hiatus, IITP (then the NZ Computer Society) began running regular conferences again with the major 50th Anniversary Conference in 2010, followed by a successful national conference in Tauranga in 2013.

CITRENZ

Computer and Information Technology Research and Education New Zealand (CITRENZ) is the representative body for the IT departments of New Zealand's Polytech and Institute of Technology sector. CITRENZ (incorporating NACCQ) has been running successful annual conferences for 27 years.

The CITRENZ Annual Conference is an international conference and serves as a forum for the discussion and exchange of information on research, teaching and practice on all topics related to Computing and Information Technology research, education and practice.

CITRENZ is the premiere computing education conference in New Zealand and spans all disciplines of computing and information technology education. While focusing on tertiary education it also provides links from secondary education and also into the computing industry. The conference regularly attracts attendees from all over New Zealand as well as international delegates.

COMPUTER SCIENCE ASSOCIATION OF NZ

Formed in 1996, the Computer Science Association of New Zealand (CSANZ) is the collaborative forum for the country's University Computer Science and related disciplines community.

Members include the Departments of Computer Science at Auckland, Canterbury, Otago and Waikato Universities, the School of Engineering and Computer Science at Victoria University, the Department of Applied Computing at Lincoln University, the School of Engineering and Advanced Technology at Massey University Manawatu, the Institute of Natural and Mathematical Sciences at Massey University Albany, the Department of Information Science at Otago University, plus Computing and Mathematical Sciences at AUT University.

CSANZ exists to coordinate interdepartmental activities in CS research and teaching and to represent and promote Computer Science in New Zealand.

THEN...

AND NOW.



Previous themes, speakers and sponsors

The component conferences of ITx have attracted major speakers in previous years, and 2014 will be no different. Some of the speakers in previous years include:

- **Hon Amy Adams**, Minister of ICT (and Steven Joyce when he was Minister)
- **Craig Neville-Manning**, Engineering Director at Google
- **Ian Taylor**, Founder of Animation Research Ltd
- **Sam Morgan**, Founder of Trade Me and Angel Investor
- **Ian McCrae**, CEO of Orion Health
- **Rod Drury**, Founder of Xero
- **Craig Richardson**, CEO of Wynyard Group
- **Brendon Lynch**, Global Chief Privacy Officer at Microsoft
- **Barry Vercoe**, Co-Founder of MIT Media Lab, OLPC Australia and NZ
- **Ed Robinson**, Co-founder of Aptimize
- **Lance Wiggs**, Founder of Punakaiki Fund.

ITx 2014: What's new?

This year's Conference brings together the successful IITP, CITRENTZ and CSANZ conferences, creating the broadest and largest independent IT conference in New Zealand. ITx focuses on technology, innovation and education.

The format will allow for topics and keynote speakers relevant to the whole sector. From an industry standpoint, it will cater for the industry's best innovators as well as experts in all areas of IT, plus a view to the research and teaching happening at tertiary level. It will also be a great opportunity to get your company in front of the tertiary community.

In terms of speakers:

- We expect the ICT Minister or another senior Minister to open the conference.
- There will be a mix of international and local speakers focusing on Technology, Innovation and education.
- Up to 500 delegates are expected to attend.
- Videos and material during and after the event will be viewed widely across New Zealand's ICT industry.
- This will be the broadest innovation focused event of the year.

CONFERENCE DETAIL



Venue

Rendezvous Grand Hotel Auckland is superbly located in the central business district and provides a spectacular setting unlike any other.

The recent and extensive refurbishment of Rendezvous Grand Hotel Auckland has created a new essence of style in the city centre, creating a modern and versatile space ideal for this conference.

Being centrally located in Auckland means easy access to accommodation and an expected high level of attendance from the city and across New Zealand.

Programme

The programme will comprise of an energised mix of innovative industry and academic speakers and themes across a range of IT topics. There really will be something for everyone.

Audience

IITP engages with government, the education sector and academia, the industry, the IT community and the public at large to increase the education, professionalism and expertise of those working in the ICT Sector. CITRENTZ and CSANZ are active in the education sector as researchers, academics and educators. Combined, the reach of these organisations is broader and more far reaching than any other IT event in NZ.

Conference participants will be dedicated professionals and educators from a diverse sector, who place a high priority on professionalism in the delivery of ICT solutions and education and have committed to improving the standards of the ICT Industry at a practitioner and educational level.

Your involvement

We would like to offer you the opportunity to participate both through **sponsorship** and at the **trade exhibition**.

There are several ways you can sponsor ITx and the awards:

- Become a **Platinum, Gold or Silver Sponsor of ITx**, which also entitles you to that value of individual sponsorship items. Platinum Sponsors also receive a complimentary Awards Category Sponsorship, and Gold and Silver partners can access a half-price Awards Category Sponsorship.
- Sponsor **individual components** of the conference, with many options catering for all budgets and requirements.
- Become an **Excellence in IT Awards Partner**. Awards partners also receive a complimentary Silver Sponsorship of ITx or equivalent off Platinum or Gold.
- Become an **Awards Category Sponsor** and be associated with one of the categories of the awards.
- Exhibit via a **Trade Stand**.

We are planning for a strong attendance, including around 550 for the Excellence in IT Awards gala dinner, and associated internal and external coverage. We have structured sponsorship opportunities so that you will receive the maximum possible exposure and benefit from your investment.

To talk through your options or book, please contact **sponsorship@itx.org.nz** and the team will come back to you promptly.

SPONSORSHIP OPTIONS

	Platinum \$20,000 + gst	Gold \$10,000 + gst	Silver \$5,000 + gst
Exclusivity	A maximum of two Platinum Sponsors	-	-
Status	You will be accorded top associated status	Prominent recognition as a Major Sponsor in internal and external marketing	Recognition as a Silver sponsor in internal and external marketing
Recognition	Opening, closing and throughout the conference	Opening, closing and throughout the conference	Opening, closing and throughout the conference
Speech	3-5 minute speech during the gala dinner	Via some individual components	Via some individual components
Naming rights to breakout rooms	Naming rights to one breakout room	-	-
Company name and logo	Company logo included alongside the conference logo almost everywhere this appears, including internal and external marketing	Company logo included in much of the promotion, including on the cover of the conference handbook and conference website	Company logo or name in much of the promotions including conference website, and name in the conference handbook
Conference holding slides shown between sessions	Very prominent company logo	Company logo	Company logo (smaller)
Package of items from the individual sponsorship opportunities equalling your contribution	Choose an additional \$20k of items from "Other Opportunities" on next page	Choose an additional \$10k of items from "Other Opportunities" on next page	Choose an additional \$5k of items from "Other Opportunities" on next page
Pull-up signs in foyers	Up to four, plus inclusion on sponsors lists prominently displayed throughout venue	Two, plus inclusion on sponsors lists prominently displayed throughout venue	One, plus inclusion on sponsors lists prominently displayed throughout venue
Social media (Twitter, Facebook and LinkedIn) and conference publicity	Regular mentions	Regular mentions	Mentions
Conference registrations for staff or clients	Six, including the Excellence in IT Awards Gala Dinner	Four, including the Excellence in IT Awards Gala Dinner	Two, including the Excellence in IT Awards Gala Dinner
Excellence in IT Awards Category sponsorship included	One free Category sponsorship for the Excellence in IT Awards (worth \$5,000)	Opportunity to sponsor an Excellence in IT Awards category for the reduced rate of \$2,500 (worth \$5,000)	Opportunity to sponsor an Excellence in IT Awards category for the reduced rate of \$2,500 (worth \$5,000)
Trade exhibition stand	One large (double-sized)	One standard	-
Satchel inserts	Up to three	Two	One
Payment installment option available	Option of 4 installments (\$5000) June, July, Aug, Sept	Option of 4 installments (\$2500) June, July, Aug, Sept	Option of 2 installments of (\$2500) June and August

OTHER OPPORTUNITIES

In addition to our sponsorship options we also offer individual conference components that can be branded with your organisation. Below is the list of these additional items.

Note: *Platinum, Gold and Silver sponsors receive the equivalent value of items from this list at no extra cost.*

*All prices
excl. GST.*

Conference satchel Your logo will be printed on the conference satchel and 2 items of company literature can be inserted into the satchel at no extra cost.	\$9,000
Awards Dinner Wine sponsor Your logo will be printed on the wine list for the conference dinner. Your organisation will be acknowledged as the conference dinner wine sponsor multiple times during the dinner event.	\$7,000
Welcome Function Your organisation will be acknowledged in all conference publications for the function you are sponsoring, you will have brand visibility at the venue of the function and the opportunity to make a short presentation at the function.	\$6,000
Conference Handbook Your logo will be printed on the front cover of the conference handbook and you will be acknowledged as the sponsor of the handbook on the contents page. You will also receive a free full-page advertisement in the handbook.	\$6,000
Closing cocktail function Your organisation will be acknowledged in all conference publications for the function you are sponsoring, you will have brand visibility at the venue of the function and the opportunity to make a short presentation at the function.	\$5,000
Conference MC Sponsorship is available for the conference MC. Your organisation will be acknowledged in the conference programme and will receive recognition at the conference.	\$4,000
Keynote Speaker Sponsorship is available for each keynote speaker. Your organisation will be acknowledged in the conference programme and you will receive recognition in the speaker introduction.	\$4,000 each

Lunch x 3 Your sponsorship of one of the catered lunches means you will receive recognition in the conference sessions prior to the lunch you are sponsoring, as well as acknowledgement in the conference programme and in the handbook. You will also have brand visibility during the lunch and the opportunity to make a short presentation during the break.	\$3,000 each
Conference App (iOS and Android) Your logo will be included in the loading screen of the conference app, available for iOS and Android, plus in the holding slides and other areas that refer to the app. The app includes information about the conference plus the programme.	\$3,000
Pocket Programme The pocket programme inserted into the name badge pocket will be branded with your logo.	\$2,000
Morning Tea x 3 Your sponsorship of one of the catered breaks means you will receive recognition in the conference sessions prior to the catered break you are sponsoring, as well as acknowledgement in the conference programme and in the handbook. You will also have brand visibility during the catered break and the opportunity to make a short presentation during the break.	\$1,200 each
Afternoon Tea x 3 Your sponsorship of one of the catered breaks means you will receive recognition in the conference sessions prior to the catered break you are sponsoring, as well as acknowledgement in the conference programme and in the handbook. You will also have brand visibility during the catered break and the opportunity to make a short presentation during the break.	\$1,200 each
Bottomless fruit and buzz bar bowls The conference includes a prominent large bottomless fruit bowl, kept full of fresh fruit, and a bottomless Buzz Bar bowl for that mid-afternoon sugar hit. Sponsorship of these includes recognition during the conference plus a "Thanks to" logo attached to the bowl.	\$1,200 each
Stationary and pens You will be the official sponsor of the conference notepad and pen by supplying branded notepads and pens for inclusion in the conference satchel and during selected sessions.	\$1,000
Conference Handbook full-page ad A full-page advertisement featured in the conference handbook. (limit 1 per company)	\$800
Conference Handbook half-page ad A half-page advertisement featured in the conference handbook. (limit 2 per company)	\$500
Satchel Inserts (unlimited) The inclusion of one item of your promotional material in the conference satchel. <i>Note that in some circumstances, this fee is waived for product inserts that contribute to the overall satchel experience.</i>	\$500 per item

Please also see the Awards Sponsorship opportunities on the following page. Payment installment options available.



The Excellence in IT Awards are a sector-wide awards programme focusing on recognising those individuals and teams that have truly excelled in our industry. Winners will be announced at the inaugural Excellence in IT Awards Gala Dinner as part of ITx, on the night of Thursday 9th October 2014.

What makes the Excellence in IT Awards different is that they recognise the real people behind software and information technology – the people that make IT work.

While other awards programmes do an excellent job of recognising the companies and vendors who do great work, the Excellence Awards are focused squarely at the unsung heroes and champions of our sector.

Awards Partner	\$12,000
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Category Sponsor	\$5,000
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Category Sponsor	\$2,500
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for Gold and Silver ITx Sponsors

Excellence in IT Awards Partnership

Awards Partners are the top-level partners for the Excellence in IT Awards. Partners will receive “In association with” recognition through most of the Awards marketing material and regularly on the night. To ensure the integrity of the awards there will be a minimum of two and a maximum of three Awards Partners.

Awards Partners receive:

- Prominent “In association with” recognition in most of the Awards marketing material and in programmes etc.
- Prominent recognition in all material related to the Gala Dinner, including in written material and during the awards themselves.
- Promotions in the conference handbook in association with the awards.
- Prominent branding on the Awards Programme, given to all attendees on the night.
- Company logo on the Awards holding slides, and at the start and end.
- Branding within the venue during the awards, including ability to display pull-up signs in the ballroom during the dinner, plus inclusion on sponsors lists prominently displayed throughout the venue.
- Company logo on the awards website.
- Complimentary Silver Sponsorship of ITx, including all the benefits that come with it, or \$5,000 off the Platinum or Gold ITx sponsorships (value: \$5,000).
- As part of the ITx Silver Sponsorship, 2 x full ITx conference registrations including the Excellence in IT Awards Gala Dinner.
- An additional 8 tickets to the IT Awards Gala Dinner (making up a table of 10).
- Regular mentions through social media (Twitter, Facebook and LinkedIn) and awards publicity.
- 2 x ITx satchel inserts.

Category Sponsors

Excellence in IT Awards Category Sponsors receive recognition in association with a specific category of the Excellence in IT Awards. This includes recognition in all marketing and promotional material, the awards programme on the night and elsewhere.

For most awards, this will be alongside the relevant association that is also partnering with that award. For example, the Excellence in Health IT Award, in association with Health Informatics NZ and [your company].



TRADE EXHIBITION

A trade exhibition will be held at the conference. In order to provide you with the optimum exposure to delegates the exhibition will be located in the foyer, pre-function and common areas of the venue.

Trade Stands

There are a limited number of trade stands available.

There are three stand sizes available for you to select from. You may book adjoining stands to create a larger exhibition area.

<i>All prices exclude GST.</i>	Super	\$2,950
	4.2m wide x 1.2m deep x 2.3m high	
	Large	\$1,560
	3.0m wide x 1.2m deep x 2.3m high	
	Standard	\$950
	1.8m wide x 1.2m deep x 2.3m high	

The basic setup provided for stands are side and back partitioned walls. The configuration of individual stands may vary.

Each stand will include the following:

- Velcro receptive display panels
- 1 x 10 AMP power supply and a multi-box
- 2 x 100 watt spot lights
- A trestle table, table cloth and a chair
- Installation and removal of basic set up

Internet access can be provided at an additional cost. Any additional requirements will be the responsibility of exhibitors and at their own cost.

Site

The trade exhibition area floor plan (available soon) will show the sites of trades exhibition stands. Sponsors will have first option for positions, followed by those exhibiting without sponsorship.

Lunches, morning & afternoon tea breaks will be held in this area.

High impact areas

There are also a limited number of high-impact Large and Standard Trade Stand areas available. These will be in the direct room foyer area of the conference rooms, where people are constantly moving between sessions.

While these will be high impact areas, they will need to be moved out for the Excellence in IT Awards Gala Dinner on Thursday night of the conference (as the entire area will be opened up and used for seating). Thus, these stands will consist of the table and floor area but not partitioned walls. Freestanding signs are okay though.

Exhibitor Benefits

Each exhibiting company will receive the following benefits:

- Acknowledged as an exhibitor with a name listing in the conference handbook.
- Trade attendant registrations. Trade attendant registration entitles the recipient to entry to the trade exhibition, morning tea, lunch and afternoon tea. These can be swapped amongst rostered exhibitors as long as only one person is using each pass at a time. It does not include entry into conference sessions or social events.
- **Super:** 3 free trade attendant registrations
- **Large:** 2 free trade attendant registrations
- **Standard:** 1 free trade attendant registration

In order to maintain the integrity of the conference the exhibition stands must not be taken down until after the closing address of the conference.



Conference organiser

To discuss options or secure
your sponsorship please email

sponsorship@itx.org.nz