



NetHui 2011

Shaping Our Future Together

Multi-stakeholder Internet event

Auckland, 29 June – 1 July 2011

Sponsorship Prospectus

Multi-stakeholder Internet event

Auckland, 29 June – 1 July 2011

The Offer

Your organisation is invited to sponsor the premier Internet-related event in New Zealand for 2011.

NetHui 2011 is based on the format of multi-stakeholder collaboration successfully introduced by the global Internet Governance Forum (IGF). This inaugural NetHui event will be held over three days from 29 June – 1 July 2011 in Auckland at SkyCity.

Benefits to you as a sponsor revolve around exposure to a key audience drawn from across industry, community and government. Topical issues such as access, diversity, law, governance, privacy, security, behaviour, culture, innovation, and education will be discussed.

NetHui 2011 will provide a unique opportunity for you to align your organisation with open discussion of the Internet.

A key characteristic of this event that will add value, and make it unique, is our determination to lower the cost barriers for people attending, ensuring real cross-sector discussion.

2011 is a crucial year for the Internet in New Zealand with the roll-out of the Government's Ultra Fast Broadband network and the Rural Broadband Initiative, both of which will increase the accessibility and performance of the Internet.

These developments present a huge opportunity for New Zealand both in terms of social and economic development – but there are implications and ramifications for the whole Internet ecosystem. NetHui 2011 is where this will be discussed.

Act now to secure your place in this exciting event.

"This is your opportunity to align your organisation with an inclusive approach to dealing with internet issues"



Vikram Kumar
Chief Executive – Internet NZ

About InternetNZ

InternetNZ (Internet New Zealand Inc.) is the non-profit open-membership organisation dedicated to protecting and promoting the Internet in New Zealand and fostering a coordinated, cooperative approach to its ongoing development.

InternetNZ works across a range of public policy issues in areas such as access, openness, rights & responsibilities and security. InternetNZ makes regular submissions to the Government, regulators and Parliament and works co-operatively with a range of other community and sector organisations.

Theme

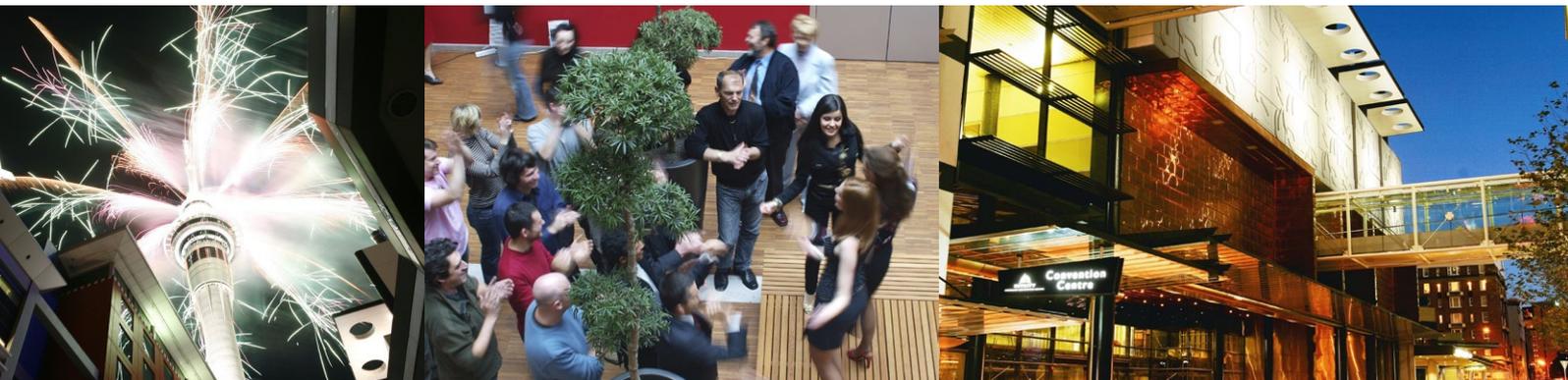
The theme for NetHui 2011 is *"Shaping our Future Together"*. The first two days of the conference are participatory discussions within communities or sectors, while the third day brings everyone together in one room with a series of panel discussions.

Streams are community-led and will cover issues such as access, governance, regulation, privacy, security, openness, human rights, online safety, cultural issues, capacity building, promoting diversity, education, open data, innovation, emerging issues and education.

Platform approach

InternetNZ is organising NetHui 2011 as a platform for all

We want to hear from you!



those involved with the Internet in New Zealand to involve their communities and sectors. InternetNZ will act as a nucleus, with various interested people and organisations planning and running individual discussion areas.

The Venue

NetHui 2011 will take place at the SkyCity Auckland Convention Centre.

SkyCity Auckland Convention Centre is the newest and most technically advanced convention centre in New Zealand with a reputation for excellence in service and hospitality. NetHui 2011 will take place across several of the purpose built state-of-the-art meeting rooms.

If you are unfamiliar with New Zealand, the SkyCity Auckland Convention Centre is perfectly located in the centre of New Zealand's famed 'City of Sails'.

And in the heart of New Zealand's premier entertainment destination you will find a casino, a multitude of bars and restaurants. The Sky Tower, SkyCity Hotel and SkyCity Grand Hotel are all on site.

SkyCity Auckland Convention Centre is exceptionally well connected, with services to Auckland's international airport, together with all other major local and regional transport links.

Networking

We understand that as a sponsor of NetHui 2011 networking with your target market is of highest priority.

The exhibition area where trade booths will be located is in the hub of the conference, located in the catering area where delegates will meet for refreshment breaks. If you wish to exhibit at NetHui 2011, the floorplan has been designed to encourage the flow of delegates around the booths.

Audience

NetHui 2011 is a conference that targets everyone involved with Internet issues in New Zealand.

Leaders and stakeholder groups from business, government and civil society are endorsing the event as can be seen on the website at www.nethui.org.nz

The invitation to attend will be publicised widely and sent directly to individuals, professionals, government advisors, business people, educationalists and, importantly, politicians and Ministers.

The common factor will be a keen interest in the success of the Internet as both a social and economic force.

Principles

The principles underlying NetHui are as follows:

- **Open Internet:** The Internet is an open platform of value to the entire community.
- **Community platform:** InternetNZ is organising NetHui 2011 as a platform for all those involved with the Internet in New Zealand to involve their communities. InternetNZ will act as a nucleus, with various interested people and organisations planning and running individual discussion areas.
- **Equal footing:** All stakeholders operate on an equal basis. InternetNZ will provide an organisational platform and will work collaboratively with the many local stakeholders in the Internet to ensure a truly representative event befitting the IGF global vision.
- **Cost-recovery:** The event will be priced at a level that ensures costs are covered and sponsorship will be sought to enable economically disadvantaged groups to attend.
- **Cost-neutral:** InternetNZ does not seek a profit from the event and is seeking sponsorship to cover the costs. If there is ultimately a surplus then it will be applied to future NetHui events.

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CONFERENCE SPONSORSHIP PACKAGES

Note: we are happy to work with sponsors to tailor a package that suits

Platinum Sponsor



NZ\$20,000 excl GST

Supporting NetHui 2011 at this level provides the highest degree of exposure to your organisation.



Platinum Sponsorship is not exclusive, however we have discounted add-on options to add exclusivity to your sponsorship package.

Platinum Sponsor benefits include:

- You logo will be prominently displayed on the Twitter Wall positioned outside the meeting rooms.
- One exhibition stand in a premier position to engage your audience and receive maximum traffic flow
- Recognition as a Platinum Sponsor on the website, all pre-conference material, registration material and all other printed collateral
- Freestanding company banner displayed in a prime position in the main auditorium (supplied by your company)
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Platinum Sponsor Status
- Full page colour advertisement in the conference handbook (sponsor to provide artwork)
- Four complimentary registrations
- Four complimentary tickets to cocktail function(s)
- Opportunity for promotional material to be distributed to delegates
- Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference.

Gold Sponsor



NZ\$12,000 excl GST

Supporting NetHui 2011 at this level provides a superior degree of exposure for your organisation.



Gold Sponsorship is not exclusive, however we have discounted add-on options to add exclusivity to your sponsorship package.

Gold Sponsor benefits include:

- One exhibition stand in a premier position to engage your audience and receive maximum traffic flow
- Recognition as Gold Sponsor on the website and in all pre-conference material, registration material and all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Gold status
- Opportunity for promotional material to be distributed to delegates
- Full page colour advertisement in the conference handbook (sponsor to provide artwork)
- Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference
- Freestanding Company banner displayed in the main auditorium (supplied by your company)
- Two complimentary conference registrations Three complimentary tickets to cocktail function(s).

Silver Sponsor



NZ\$8,000 excl GST

Supporting NetHui 2011 at this level provides a high degree of exposure for your organisation.



Silver Sponsorship is not exclusive, however we have discounted add-on options to add exclusivity to your sponsorship package.

Silver Sponsor benefits include:

- Recognition as Silver Sponsor on the website and in all pre-conference material, registration material and all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Silver status
- Opportunity for promotional material to be distributed to delegates
- Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference
- A complimentary registration
- A complimentary ticket for cocktail function(s).

Please note there is no exhibition stand included in the silver sponsorship

Bronze Sponsor



NZ\$3,000 excl GST

Supporting NetHui 2011 at this level provides exposure for your organisation.



Bronze Sponsorship is not exclusive, however we have discounted add-on options to add exclusivity to your sponsorship package.

Bronze Sponsor benefits include:

- Recognition as Bronze Sponsor on the website and in all pre-conference material, registration material all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Bronze status
- Opportunity for promotional material to be distributed to delegates
- Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference
- A complimentary registration
- A complimentary ticket for cocktail function(s).

Please note there is no exhibition stand included in the bronze sponsorship

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FUNCTION SPONSORSHIPS

Note: we are happy to work with sponsors to tailor a package that suits

Welcome Networking Session Sponsor



NZ\$10,000 excl GST (Exclusive - 1 available)

For only \$4,000 excl GST

- An opportunity to give a 2 minute welcome speech to all delegates attending the Welcome Networking Session on the evening of the first day
- Recognition as the Welcome Networking Session Sponsor on the conference website and in the conference handbook
- 6 complimentary tickets to attend the Welcome Function
- Freestanding company banners displayed during the Welcome Function
- Your logo on screen during the Welcome Function
- Distribution of an insert - up to four pages and no larger than A4 size.

Feature Event Sponsor



NZ\$10,000 excl GST (Exclusive - 1 available)

For only \$4,000 excl GST

- An opportunity to give a 2 minute welcome speech to all delegates attending the Feature Event on the evening of the second day. This is anticipated to be a cocktail function with a special theme
- Recognition as The Feature Event Sponsor (title and focus of event to be confirmed) on the conference website and in the conference handbook
- 6 complimentary registrations including the Feature Event Function
- Freestanding company banners displayed during the Feature Event Function
- Your logo on screen during the Feature Event Function
- Distribution of an insert - up to four pages and no larger than A4 size.

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OTHER SPONSORSHIP OPPORTUNITIES



On-Arrival Coffee Sponsorship

\$4000 excl GST for one day (3 available)



Attendees will love you for the early morning coffee hit, getting them in the mood for the big discussions ahead. Recognised on the website and in printed material.

Handbook Advertising

Outside Back Cover (colour)	\$1000 excl GST
Inside Back Cover (colour)	\$800 excl GST
Inside Front Cover (colour)	\$800 excl GST
Full Page (black & white)	\$500 excl GST
½ Page (black & white)	\$300 excl GST

Conference Bag Sponsorship

Talk to us about bags! We get lots of feedback about the value of bags and the cost to the conference and the environment. If you are keen to join us in some creative thinking give us a call and we can talk about how to give you a high profile with fun and style.

Sponsorship in kind

We also invite in-kind provision of certain conference requirements, which could either be branded (as in the case of pens/pads) or could be considered equivalent to a sponsor package in value (for example Internet and wireless provision) and accorded the same benefits.

Name Badges

\$3500 excl GST or add on to Platinum, Gold, Silver or Bronze sponsorships for \$2000 excl GST

Name badges with logo and lanyards. Includes: Company logo on front of name badges and lanyard.



Conference Managers

conferences
& events
LTD

The Professional Conference Organiser managing NetHui 2011 are Conferences & Events Ltd.

Conferences & Events Ltd have 20 years of experience and have managed conferences with extensive sponsors and exhibitions of 100+ stands. They are skilled at providing both personal or technical online solutions in order to ensure seamless co-ordination of your involvement.

Conferences & Events Ltd will manage the liaison with sponsors and exhibitors ensuring that all benefits are honoured and that sponsors feel valued and involved in the Conference.

Conferences & Events provide state of the art 'Events Interactive' Conference management technology and offer fully interactive online services and web management.

www.confer.co.nz

We want to hear from you!

Application form

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

Louise Watson - Conference Manager

Email: nethui2011@confer.co.nz

Tel: (04) 384 1511

Fax: (03) 546 6020

Website: www.nethui.org.nz

CONTACT DETAILS

Company Name: _____

Address: _____

Contact Name: _____

Job Title: _____

Phone Number: _____

Mobile Number: _____

Email Address: _____

Web Address: _____

Trade Display Name Board: _____

SPONSORSHIP

Type of sponsorship requested (please tick):

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Platinum Sponsor | NZ\$20,000 <small>plus GST</small> |
| <input type="checkbox"/> Gold Sponsor | NZ\$12,000 <small>plus GST</small> |
| <input type="checkbox"/> Silver Sponsor | NZ\$8,000 <small>plus GST</small> |
| <input type="checkbox"/> Bronze Sponsor | NZ\$3,000 <small>plus GST</small> |
| <input type="checkbox"/> Welcome Networking Session | NZ\$10,000 <small>plus GST</small> |
| <input type="checkbox"/> Feature Event Sponsor | NZ\$10,000 <small>plus GST</small> |
| <input type="checkbox"/> On-arrival Coffee Sponsor | NZ\$4,000 <small>plus GST</small> |
| <input type="checkbox"/> Conference Bags | Negotiable |
| <input type="checkbox"/> Printed Name Badges | NZ\$3,500 <small>plus GST</small> |
| <input type="checkbox"/> Handbook Advertising | \$ _____ |

\$

On receipt of the Application Form, the Conference Organiser will issue a letter of confirmation together with an invoice for the amount payable. Sponsors and Exhibitors may send either full payment or a deposit of 50% within twenty eight working days, with the balance of payment due by 1 June 2011.

Cheques/direct credits should be made payable to: Conferences and Events Ltd

DISCLOSURE: I hereby agree to sponsor / exhibit (please circle), as detailed in this proposal, for the Nethui, Auckland, from 29th June – 1st July 2011.

Signed: _____

Dated: _____

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