



**EnergyManagement**  
Association of New Zealand

# Energy Productivity and Partnerships

The next energy (r)evolution

Sponsorship Opportunities

**EMANZ Conference 2016**

Auckland, 17-18 May



## From the EMANZ Executive Officer

The 2015 Energy Productivity and Economic Prosperity Index Report states that the current rate of energy productivity improvement – around 1.3% worldwide each year – is too slow to keep pace with the rising energy demand. Since 1999 New Zealand's has been below average at 1.16%. Exciting opportunities exist if this improvement were doubled by 2030.

*“The global fossil fuel bill could be reduced by more than \$2 trillion (compared to the Business-As-Usual Scenario). Moreover, this would create more than six million jobs globally by 2020, net of any job losses in low energy-intensity sectors. Improving energy productivity is also a key measure to realise the greenhouse gas emissions reductions needed to keep the global temperature increase within a maximum of two degrees centigrade, the globally agreed target.”*

A focus on energy productivity is clearly important for a country's overall productivity and competitiveness, while at the business level this is delivered by practical energy productivity improvements by Energy Managers. Energy Managers do this with the support and partnership of internal and external clients, so enhancing partnership thinking and practice is beneficial to any business and the Energy Management sector in particular.

At the 2016 EMANZ Conference in Auckland, energy productivity will be explored at a macro and micro level with experts from throughout the productivity and energy sectors. Policymakers and practitioners will investigate what has and hasn't worked in the service and partnership space within our industry and others. Our international keynote speakers will add a global view as we explore the way Energy Productivity and Partnerships will contribute to the Next Energy Revolution.

As a sponsor this is your opportunity to be associated with thought leadership and cutting edge discussion that will shape the future of energy use in New Zealand. Your organisation will benefit from the knowledge sharing and business opportunities that this event provides.

We look forward to partnering with you through one of the many sponsorship opportunities described here. We will do all we can to ensure the conference is a great success for you and all of the participants.

**Ewan Gebbie**

<sup>1</sup> Kornelis Blok, Paul Hofheinz and John Kerkhoven “The 2015 Energy Productivity and Economic Prosperity Index” in Lisbon Council Policy Brief Vol. 9, No. 1 (2015).

<sup>2</sup> Energy productivity is defined as the volume of services or products that can be generated per unit of energy. It is not the same as energy efficiency, which measures the inverse – i.e. how much energy is needed to produce a given level of output.

## Welcome to Sponsors and Exhibitors of the EMANZ Conference 2016 – what’s in it for you?

As a Sponsor or Exhibitor at the EMANZ Conference you will connect directly with businesses and organisations engaged in energy management, including commercial and industrial energy sectors. This is your chance to demonstrate your level of support and commitment to the energy management industry.

The EMANZ Conference continues to improve – the 2015 post Conference evaluation demonstrated that delegates were satisfied with the format and content of the Conference, and 100% of those surveyed were interested in attending the next Conference in 2016.

This year the EMANZ Conference is in Auckland on 17 & 18 May 2016. Being a Conference Sponsor or Exhibitor means you will receive ...

- Maximum exposure at a premier future-focussed Conference devoted to energy management and energy efficiency, situated in New Zealand’s largest and fastest growing city
- A great opportunity to build and reinforce strategic relationships with current and potential clients and service providers
- Time to network with industry colleagues and key decision makers in industry, central and local government who have influence over the current and future energy management procurement decisions in the sector, as well as delegates from overseas
- A cost effective way to affiliate and reinforce your organisation’s brand, build brand awareness and demonstrate your market position amongst a relevant audience
- Opportunities to tap into the new growth markets in energy management, and showcase (as an exhibitor) your products, services and initiatives to new and existing clients
- A number of marketing opportunities including visibility on the Conference website, promotion through the EMANZ member newsletters, and branding on conference marketing materials sent to EMANZ partner organisations across New Zealand.
- The opportunity for up to 5 members of your staff to participate in the conference, free of charge, increasing their understanding of Energy Productivity and Partnerships.

## Delegate Profile – Capturing Your Market

We’re expecting over 120 delegates in Auckland this year, including key decision makers and influencers from a range of Government and private energy management service providers and their energy using customers. Conference delegates will comprise :

- EMANZ members with an interest in sustainable energy and a high degree of technical knowledge, many of whom are energy specialists
- Sustainability managers, procurement managers, facilities managers, property managers
- Management accountants who manage businesses energy costs
- Local Government energy managers and central government policy makers
- Transport energy managers, industrial consultants and manufacturers
- Businesses that provide both consultancy and implementation of efficiency measures
- Local companies and industries with an interest in improving their energy performance.

## Sponsorship and Exhibitor Opportunities – Meeting Your Needs

The following sponsorship and exhibitor packages have been created to best meet your sponsorship needs. We would welcome discussing these with you and can be flexible to create tailored sponsorship solutions to help you achieve the outcomes you are after. We’re keen to hear your ideas!



## Platinum Sponsor - \$14,500 + GST

The Platinum Sponsor, limited to one sponsor (or shared between a group), is afforded maximum marketing and promotional activity through:

- **Recognition as a Platinum Sponsor** with your logo on all Conference promotional materials, the Conference presentation holding screen alongside EMANZ between presentations, the Conference sponsors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **Opportunity to speak briefly** about your organisation and your sponsorship at the beginning of the first day
- **Branding and a summary of your services on the EMANZ website**, with a link to the sponsor's website
- **Strategic placement of promotional material** (flyers/brochures) at the Conference venue
- **Placement of two free-standing banners** (up to approximately 0.85mW x 2mH) at the side of the speakers stage, and one in the refreshments area
- **Opportunity for a complimentary 2.4m wide display booth** in your choice of position in the refreshments area
- **Opportunity to chair a Conference strand** (morning or afternoon)
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **Five complimentary Conference registrations** (including Conference cocktail evening), with additional tickets available at a discounted price
- **Electronic email list of delegates** (excludes those who have opted out during registration) one week before and also after the Conference
- **First right-of-refusal** for Platinum Sponsorship role in next year's Conference.

## Gold Sponsor - \$10,000 + GST

The Gold Sponsor, limited to three sponsors, is afforded excellent marketing and promotional activity through:

- **Recognition as a Gold Sponsor** with your logo on all Conference promotional materials, the Conference sponsors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **Opportunity to speak briefly** about your organisation and your sponsorship at the beginning of one of the sessions
- **Branding and a summary of your services on the EMANZ website**, with a link to the sponsor's website
- **Strategic placement of promotional material** (flyers/brochures) at the Conference venue
- **Opportunity for a complimentary 2.4m wide display booth** in the refreshments area
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **Three complimentary Conference registrations** (including Conference cocktail evening), with additional Conference tickets available at a discounted price
- **Electronic email list of delegates** (excludes those who have opted out during registration) one week before and also after the Conference.



## Silver Sponsor - \$5,000 + GST

The Silver Sponsor, limited to three sponsors, is afforded strong marketing and promotional activity through:

- **Recognition as a Silver Sponsor** with your logo on all Conference promotional materials, the Conference sponsors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **Branding and a summary of your services on the EMANZ website**, with a link to the sponsor's website
- **Strategic placement of promotional material** (flyers/brochures) at the Conference venue
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **Two complimentary Conference registrations** (including Conference cocktail evening), with additional Conference tickets available at a discounted price
- **Electronic email list of delegates** (excludes those who have opted out during registration) one week before and also after the Conference.

## Keynote Speakers Sponsor - \$5,000 + GST

The Keynote Speakers Sponsor, limited to one sponsor, is afforded strong marketing and promotional activity through:

- **Recognition as the Keynote Speakers Sponsor** with your logo on all Conference promotional materials, the Conference sponsors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **Opportunity to introduce the keynote speakers on each day**, and to speak briefly about your organisation
- **Branding and a summary of your services on the EMANZ website**, with a link to the sponsor's website
- **Strategic placement of promotional material** (flyers/brochures) at the Conference venue
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **One complimentary Conference registration** (including Conference cocktail evening), with additional tickets available at a discounted price
- **Electronic email list of delegates** (excludes those who have opted out during registration) one week before and also after the Conference.

## Food and Refreshments Sponsor - \$5,000 + GST

The Food and Refreshments Sponsor, limited to one sponsor, is afforded strong marketing and promotional activity through:

- **Recognition as a Food and Refreshments Sponsor** with your logo on all Conference promotional materials, the Conference sponsors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **Opportunity to speak briefly** about your organisation and your sponsorship before lunch on the first day
- **Branding and a summary of your services on the EMANZ website**, with a link to the sponsor's website
- **Strategic placement of promotional material** (flyers/brochures) at the Conference venue on the food and refreshments table
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **One complimentary Conference registration** (including Conference cocktail evening), with additional tickets available at a discounted price
- **Electronic email list of delegates** (excludes those who have opted out during registration) one week before and also after the Conference.

## Cocktail Evening Sponsor - \$3,500 + GST

The Cocktail Evening Sponsor, limited to one sponsor, is afforded strong marketing and promotional activity through:

- **Recognition as a Cocktail Evening Sponsor** with your logo on all Conference promotional materials, the Conference sponsors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **Branding and a summary of your services on the EMANZ website**, with a link to the sponsor's website
- **Strategic placement of promotional material** (flyers/brochures) on tables at the cocktail evening event
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **One complimentary Conference registration** (including Conference cocktail evening - of course!), with additional Conference tickets available at a discounted price
- **Electronic email list of delegates** (excludes those who have opted out during registration) one week before and also after the Conference.



## Name Badge Lanyard Sponsor - \$2,000 + GST

The Name Badge Lanyard Sponsor, limited to one sponsor, is afforded strong marketing and promotional activity through:

- **Recognition as a Name Badge Lanyard Sponsor** with your logo on the lanyard name tag, all Conference promotional materials, the Conference sponsors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **Branding and a summary of your services on the EMANZ website**, with a link to the sponsor's website
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **Electronic email list of delegates** (excludes those who have opted out during registration) one week before and also after the Conference.

## Notepad & Pen Sponsor - \$2,000 + GST

The Notepad and Pen Sponsor, limited to one sponsor, is afforded strong marketing and promotional activity through:

- **Recognition as a Notepad and Pen Sponsor** with your logo on the notepads and pens (supplied by you), all Conference promotional materials, the Conference sponsors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **Branding and a summary of your services on the EMANZ website**, with a link to the sponsor's website
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **Electronic email list of delegates** (excludes those who have opted out during registration) one week before and also after the Conference.

## Exhibitor - \$1,900 + GST

The Exhibitor Sponsor is open to as many sponsors as the exhibition space will allow. The exhibitor space will provide exhibitors with:

- **Recognition as an Exhibitor** on all Conference promotional materials, the Conference Sponsors'/Exhibitors' splash screen at the start and end of each day, and verbal recognition on both days of the Conference
- **An excellent opportunity to display services, products and information** to the targeted and select market in the venue adjacent to the conference proceedings across both days of the Conference
- **Media exposure** in association with EMANZ Conference promotional activities before and after the Conference
- **Logo and name on the EMANZ website**, with link to Exhibitor's website
- **One complimentary Conference registration** (including the Conference cocktail evening)
- **Display booth 2.4mW x 1.2mD x 2.3mH** (black Velcro-receptive walls) with a covered trestle table & 2 chairs, power and LED spot lighting.

## Our Commitment to You

Our commitment to you as sponsors will begin from the time you confirm your sponsorship of the EMANZ Conference 2015. We will:

- **Ensure we provide prompt responses** to your queries and will work hard to ensure your sponsorship is a success
- **Provide clear and timely information** in regards to your sponsorship package and the logistics of putting the benefits into action
- **Maximise the exposure of your brand** as early as we have your sponsorship and marketing information confirmed, by ensuring that your organisation's logo and information appear promptly on the Conference website and marketing collateral specific to your sponsorship option.

## Key Dates

- Friday 18 March 2016 Closing date for Sponsor confirmation, and provision of Sponsor's details for promotion and marketing by EMANZ.
- Friday 22 April 2016 Closing date for Exhibitor confirmation, and provision of exhibitor's details for promotion and marketing by EMANZ.

## Sponsorship and Exhibition Terms and Conditions

- All Sponsor and Exhibitor packages are available on a first in, first served basis, and prices exclude GST
  - All Sponsors and Exhibitors must complete and return the application form at the end of this document
  - All Sponsor and/or Exhibitor costs are to be paid in full prior to the Conference and within 21 days of securing Sponsorship and/or Exhibitor space
  - The production of all promotional material for distribution and/or display at the Conference is the responsibility of the sponsor.
  - Promotional material to be placed at the Conference venue must be A4 or smaller
  - All images and logos are to be supplied to EMANZ in digital format appropriate to the media representation for promotional use
  - All exhibitors must comply with OSH regulations.
  - Cancellations prior to 18 March 2016 will be refunded in full less a 25% administration fee.
  - Cancellations after 18 March 2016 will receive no refund, unless the Sponsorship or Exhibitor space can be filled from a waiting list, in which case a refund will be made less a 25% administration fee.
- Please Note:** By completing and returning the sponsorship and/or exhibitor application form (see next page), you agree to these terms and conditions of Sponsorship and Exhibition.

## EMANZ Contact Details

EMANZ will use its best endeavours to deliver a fantastic Conference that meets sponsors and exhibitors expectations and provides value for your investment alongside a memorable occasion for you and the other attendees. EMANZ would like to work with you on your sponsorship opportunities for the 2016 Conference. Please get in touch with Tracy Dyson on 021 289 6920 or the EMANZ office 04 385 2839.

Email: [tracy@emanz.org.nz](mailto:tracy@emanz.org.nz), or [admin@emanz.org.nz](mailto:admin@emanz.org.nz), web: [www.emanz.org.nz/conference2016](http://www.emanz.org.nz/conference2016)



## Application to Sponsor or Exhibit at the EMANZ Conference 2016

Please complete, scan and email to **Tracy Dyson** at [tracy@emanz.org.nz](mailto:tracy@emanz.org.nz).

By completing and returning the sponsorship application form, you agree to the terms and conditions detailed on the previous page.

### Sponsor Contact Details:

Name  Organisation/company

Position

Postal Address (for invoice)

Office Phone  Mobile Phone

Email

**Payment:** A Tax Invoice will be supplied for payments made.

**Please tick your method of payment and forward your payment to Energy Management NZ**

Cheque/Internet banking  Credit card Our Account No: 02-0500-0985571-00

### Credit Card Details

Please note credit card payments will incur surcharges on the final amount: Visa or Mastercard (2.0%).

Card Type (Visa, Mastercard)

Card Holder  Expiry (mm/yy)

Credit Card Number

### Sponsorship and/or Exhibitor Options: Please tick your preference.

#### Conference Sponsorship Packages - all prices are exclusive of GST

|  |                                 |   |                 |
|--|---------------------------------|---|-----------------|
| <input type="checkbox"/> Platinum Sponsor .....            | <b>\$14,500</b>                 | <input type="checkbox"/> Gold Sponsor .....             | <b>\$10,000</b> |
| <input type="checkbox"/> Silver Sponsor .....              | <b>\$5,000</b>                  | <input type="checkbox"/> Keynote Speaker Sponsor .....  | <b>\$5,000</b>  |
| <input type="checkbox"/> Food & Refreshments Sponsor ..... | <b>\$5,000</b>                  | <input type="checkbox"/> Cocktail Evening Sponsor ..... | <b>\$3,500</b>  |
| <input type="checkbox"/> Name Badge Lanyard Sponsor .....  | <b>\$2,000</b>                  | <input type="checkbox"/> Notepad and Pen Sponsor .....  | <b>\$2,000</b>  |
| <input type="checkbox"/> Platinum/Gold Sponsor ....        | <b>Complimentary Exhibitor*</b> | <input type="checkbox"/> Exhibitor .....                | <b>\$1,900</b>  |

\*Please indicate if you would like an Exhibitor Booth for resource planning purposes.



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