

## Security Conference 2012 - Your Opportunity

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The New Zealand Security Association's Conference and Exhibition will be held at the Rendezvous Hotel Auckland on 22<sup>nd</sup> & 23<sup>rd</sup> August 2012.

As New Zealand's only security conference and exhibition, it will provide your organisation with a unique platform to access a highly targeted and influential audience, throughout the duration of the conference.

The conference is the highlight of the NZ security calendar. Each year we experience growth in numbers attending and in the quality and professionalism of speakers.

**NEW 2012.** For the first time ever the NZSA will be promoting the Security Conference and Exhibition on national radio over the two months leading up to the event. All Platinum, Gold and Silver Sponsors will be named in each of the commercials.

Complete and return your booking form now to avoid disappointment.

## The Conference - A world-class program

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The 2012 conference will be promoted to senior decisions makers from government and the corporate sector. It is anticipated that over 250 delegates will attend this years Conference.

## The Awards Dinner - Truly the industry's night of nights

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The awards dinner, on the Thursday evening is a special and popular event, with many of the industry's leaders attending.

## The Industry Breakfast

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The Industry Breakfast, on the Wednesday morning, is also a popular event, with a special guest speaker.

## The Cocktail Event

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The Cocktail Event, on the Wednesday evening, is a great way to network and visit the Exhibition.

## Public Seminars

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A room will be available for key sponsors and exhibitors to deliver seminars to the public and invited guests during the conference. Bookings will be essential.

## Sponsorship Opportunities

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Sponsorship opportunities, for the Security Conference 2012, offer a unique and highly valuable opportunity to target security professionals from business and government.

Details are set out in this prospectus.

### Conference Sponsor - Platinum

Investment: \$14,000 plus GST

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The Conference 2012 programme will provide a unique opportunity for security industry professionals to hear, first hand, from an expert panel of local and international speakers.

#### Key Benefits

- Signage, where possible, at all conference sessions and functions
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- A 15 minute presentation about your company and/or products to conference delegates
- Three complimentary registration tickets to the Conference, Industry Breakfast and Awards Dinner
- The opportunity to schedule one public seminar each day

### Awards Dinner Sponsor - Gold

Investment: \$10,000 plus GST

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The Security Industry Awards Dinner is a special and popular event, with many of the Industry's leaders attending.

#### Key Benefits

- Signage, where possible, at all conference sessions and the Awards Dinner
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- Two complimentary registration tickets to the Conference and 4 complimentary tickets to the Awards Dinner

### Security Personnel Sponsor - Gold

Investment: \$10,000 plus GST

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This is an opportunity for sponsors to participate by providing four uniformed security officers for the duration of the Conference, from Tuesday evening until Thursday evening, including the Awards Dinner.

#### Key Benefits

- Signage, where possible, at all conference sessions
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- Two complimentary registration tickets to the Conference, Industry Breakfast and Awards Dinner

## Keynote Speaker Sponsor – Silver

Investment: \$6,500 plus GST per Speaker

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This is an opportunity for sponsors to participate in the proceedings by sponsoring one of the Keynote Speakers. If you wish you can introduce the speaker.

### Key Benefits

- Signage, where possible, at all Conference sessions
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- One complimentary registration ticket to the Conference, Industry Breakfast and Awards Dinner

## Cocktail Reception Sponsor - Silver

Investment: \$5,000 plus GST

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The Cocktail evening will commence immediately after the last session of the first day. It will run for two hours and will be held inside the exhibition where delegates will be able to view the exhibits.

### Key Benefits

- Signage, where possible, at all Conference sessions and the Cocktail Event
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink.\*
- One complimentary registration ticket to the Conference, Industry Breakfast and Awards Dinner

## Session Sponsor - Bronze

Investment: \$2,500 plus GST per session

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This is an opportunity for sponsors to participate in the proceedings of one of the sessions. If you wish you can introduce the speaker.

### Key Benefits

- Signage, where possible, at all Conference sessions
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- One complimentary registration ticket to the Conference.

## Industry Breakfast Sponsor - Bronze

Investment: \$2,500 plus GST

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This is an opportunity for sponsors to participate in the Industry Breakfast at the beginning of the first day. If you wish you can introduce the breakfast speaker.

### Key Benefits

- Signage, where possible, at all Conference sessions
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- One complimentary registration ticket to the Conference and two complimentary tickets to the Industry Breakfast
- Acknowledge sponsorship at the appropriate break with your logo projected on the big screen

This is an opportunity for sponsors to participate in one of the two lunches.

#### Key Benefits

- Signage, where possible, at all Conference sessions
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink
- One complimentary registration ticket to the Conference
- Acknowledge sponsorship at the appropriate break with your logo projected on the big screen

This is an opportunity for sponsors to participate in sponsoring the ID Badges & Lanyard

#### Key Benefits

- Signage, where possible, at all Conference sessions
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink
- One complimentary registration ticket to the Conference

This is an opportunity for sponsors to participate in one of the four tea-breaks.

#### Key Benefits

- Signage, where possible, at all conference sessions
- Publicity in the New Zealand Security magazine
- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- Acknowledge sponsorship at the appropriate break with your logo projected on the big screen

## Sponsorship Information

<b>Location</b>	Rendezvous Hotel Auckland Cnr Mayoral Drive & Vincent Street Auckland	
<b>Registration Desk Hours</b>	Tuesday 21 <sup>st</sup> August	4 pm – 6 pm
	Wednesday 22 <sup>nd</sup> August	6.30 am – 8.30 am
<b>Conference Hours</b>	Wednesday 22 <sup>nd</sup> August	9.00 am – 5.00 pm
	Thursday 23 <sup>rd</sup> August	9.00 am – 4.30 pm (approx.)
<b>Industry Breakfast</b>	Wednesday 22 <sup>nd</sup> August	7 am – 8.30 am
<b>Cocktail Event</b>	Wednesday 22 <sup>nd</sup> August	5 pm – 7 pm
<b>Dinner</b>	Thursday 23 <sup>rd</sup> August	7.00 pm to Midnight

## Delegate Services

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### Conference Pack

Each sponsor will be entitled to place promotional material in the conference pack. We would also welcome any promotional gifts for the packs as well. As a suggestion we recommend the following: Brand Storming Promotions [www.bsp.co.nz](http://www.bsp.co.nz) or Amar Marketing [www.ideasroom.co.nz](http://www.ideasroom.co.nz) all items must be delivered to the NZ Security Association seven days before the commencement of the conference.

## Registration/Accommodation Information

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### Registration

The sponsorship cost does not include Conference registration, Awards Dinner, Industry Breakfast or Lunch tickets, other than that specified in the particular sponsorship levels. This is a separate cost and companies can register by completing the registration form.

### Accommodation

Sponsors can book accommodation at the conference hotel through our dedicated booking link <https://booking.ihotelier.com/istay/istay.jsp?groupid+584043&hotelid+10767&locat+EN&languageid=11> where competitive room rates have been negotiated. Further details will be available in the registration brochure.

## Taking up Sponsorship

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Sponsorship will be allocated in order of receipt of application forms and payment.

To secure your sponsorship:

1. Complete the application form.
2. Enclose your 50% deposit
3. Forward your application and deposit to the New Zealand Security Association Inc, PO Box 33 936, Takapuna, North Shore City 0740  
fax (09) 486 0442.
4. Please note that verbal bookings are not accepted.

Payment may be made by:

1. Credit card (a 4% surcharge will apply): American Express, MasterCard, Visa
2. Bank transfer to the New Zealand Security Association, Bank of New Zealand 020240 0195329 00. Any bank fees must be met by the sponsor.
3. Cheque, in New Zealand dollars, payable to the New Zealand Security Association.

Please note that the balance of sponsorship is payable no later than 20<sup>th</sup> July 2012.

## Cancellation

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The New Zealand Security Association reserves the right to cancel the conference/exhibition no later than 20th July 2012 in the case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full. The liability of the organisers will be limited to that amount.

## Key Dates

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- At time of booking                      Deposit (50%) of sponsorship selected
- On or before 20th July 2012 Final payment of sponsorship selected
- 22<sup>nd</sup> August 2012                      Conference open

## Sponsorship Managers

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New Zealand Security Association

E-mail                      [greg@security.org.nz](mailto:greg@security.org.nz) or [paula@security.org.nz](mailto:paula@security.org.nz)

Telephone                +64 9 486 0441

Facsimile                +64 9 486 0442

Mail:                      PO Box 33 936, Takapuna, North Shore City 0740

Web                        [www.security.org.nz](http://www.security.org.nz)

*\* **Note:** If sponsorship has not been finalised at the time of a publication going to print, the conference committee cannot guarantee that sponsorship logos can be printed on such publication.*



# New Zealand Security Conference 2012

Rendezvous Hotel, Auckland  
22-23 August 2012

## APPLICATION for SPONSORSHIP

*We apply for sponsorship in accordance with the terms and conditions in this prospectus.*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

*Please forward this form together with your deposit to:*

The New Zealand Security Association In  
PO Box 33 936, Takapuna, North Shore City 0740

Company \_\_\_\_\_

Postal Address \_\_\_\_\_  
\_\_\_\_\_

Telephone \_\_\_\_\_

Facsimile \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_  
\_\_\_\_\_

### Sponsorship

Conference Sponsor \_\_\_\_\_ Awards Dinner \_\_\_\_\_ Cocktail Evening \_\_\_\_\_

Session Sponsor \_\_\_\_\_ Security Personnel \_\_\_\_\_ Keynote Speaker \_\_\_\_\_

Breakfast Sponsor \_\_\_\_\_ Lunch Sponsor \_\_\_\_\_ Tea Breaks \_\_\_\_\_

ID Badge & Lanyard Sponsor \_\_\_\_\_

Deposit - 50% of total price  
\_\_\_\_\_

How many registration brochures would you require to distribute to your clients? \_\_\_\_\_

I enclose a cheque payable to the 'New Zealand Security Association'

I am making payment by electronic funds transfer to NZSA Bank Account

A cheque has been requested and will follow.

I wish to pay by credit card and authorise you to charge my credit card (*please add 4% to cover credit card company commission*).

***If you wish to pay by credit card please complete this section:***

American Express

MasterCard

Visa

Amount \_\_\_\_\_

Card Number \_\_\_\_\_ Expiry Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_