

2010 National Wetlands Symposium



SPONSORSHIP PACKAGES FOR THE 2010 NEW ZEALAND NATIONAL WETLANDS SYMPOSIUM

INTRODUCTION

The New Zealand National Wetlands Symposium is held every second year. In 2010 the Wetlands Symposium will be in Rotorua. The symposium aims to provide a highly practical forum for knowledge exchange, training and networking for people committed to wetlands and their restoration throughout New Zealand.

The 2008 Wetland Symposium, “Wai Wetlands?”, was a joint venture between the National Wetland Trust, NIWA, University of Canterbury, Christchurch City Council, Environment Canterbury, Ngai Tahu, Department of Conservation, Landcare Research, Fish & Game, the University of Waikato, Meridian Energy, Waihora Ellesmere Trust and Banrock Station Wines & Wetland Care New Zealand. Many other sponsors were represented at the Symposium through exhibitions and acknowledgement in the programme and advertising.

We hope that the 2010 National Wetland Symposium will be as successful and attract many supporters.

IMPORTANCE OF WETLAND RESTORATION

Wetlands are some of New Zealand’s most diverse ecosystem types and they are home to an amazing range of plants and animals, many of which are not found anywhere else in the world. They are also some of our most rare and at risk ecosystems, with only an estimated 10% left in New Zealand.

Wetlands have varying degrees of protection under various legislation, however they are still being lost to development and degraded by pest plants and pest animals. Wetlands are valuable to people as places for recreational and educational activities such as hunting, fishing, and wildlife observation, as well as having cultural significance. They also provide ecosystem services such as nutrient filtering and flood attenuation. This is being increasingly realised, with many agencies, iwi, community groups, businesses and landowners now engaged in wetland restoration and eager for information and products to assist them.

YOUR INVITATION TO JOIN US

The conference planning committee is pleased to invite your company/organisation to participate in the 2010 National Wetlands Symposium, as a sponsor.

DATE AND VENUE

The National Wetlands Symposium is to take place Wednesday 3rd March to Friday 5th March 2010 at the Novotel, Rotorua, New Zealand.

2010 National Wetlands Symposium



PROGRAMME AND TOPICS

The theme for the 2010 National Wetlands Symposium is: **“Wetland Management and Restoration (Freshwater and Estuarine)”**.

Topics to be covered include:

- **Pest plants**- best practice, tips and tools for control/eradication of pest plants in and around wetlands
- **Pest animals** - best practice, tips and tools for control of animal pests.
- **Wetland hydrology/soils** - water management, levels maintenance - best practice and practical tips
- **Water quality** - role/value of wetlands as nutrient filters for water quality; wetland construction and restoration methods/tips for this purpose
- **Fish passage and fish habitat restoration** - ensuring adequate fish passage in culverted/dammed water ways and restoration of habitats for fish (adult habitat and spawning)
- **General flora and fauna** - ecosourcing and plants for specific functions, hardy plants for basic restoration, targeted restoration and management for fauna habitat, fauna monitoring
- **Estuarine wetlands** - examples of restoration projects, practical methods - what worked, what did not work
- **Funding and RMA**- funding sources and considerations for community groups, corporate sponsorship opportunities, aspects of RMA relevant to wetlands (eg; Wetland Management Agreements, plan changes to assist wetland restoration)

We hope that all participants will explore new ways/ideas, exchange knowledge, challenge existing paradigms or debate current best practices and new techniques.

WHO WILL ATTEND?

The symposium will be of relevance to community groups, care groups, iwi, landowners, students, professionals, researchers and businesses interested and involved in wetlands restoration and management.

The 2010 National Wetlands Symposium is expected to attract approximately 150-200 delegates.

BENEFITS OF SPONSORSHIP

In return for your sponsorship, you will receive company recognition, as well as promotion on the Symposium website, in the Symposium programme and in all associated advertising and brochure distributions. Participation will also provide your company with an opportunity to network with wetland professionals, government officials and other key stakeholders.

This will provide your organisation with an opportunity to communicate your marketing message and promote products related to wetland management.

You may wish to view the symposium website at www.wetlandtrust.org.nz.

2010 National Wetlands Symposium



BUSINESSES LIKELY TO BENEFIT FROM SPONSORSHIP

Corporate businesses will benefit from exposure for supporting current wetland projects along with those providing goods and services that are used in wetland restoration, such as pest plant and pest animal control tools, technical, legal and planning advice, engineering services and native plants.

The sponsorship will also benefit agencies seeking closer links with 'coal-face' wetland managers, including research agencies, councils, the Department of Conservation, the NZ Landcare Trust and the QEII National Trust, and also resource users including power generators.

SPONSORSHIP ENTITLEMENTS AND BENEFITS

2010 National Wetlands Symposium sponsors will receive acknowledgment via:

- distribution of promotional materials to an extensive national emailing list of people within government agencies, professional associations and community groups
- advertisement on its dedicated web site, with direct links to sponsors' web pages

Your sponsorship will bring the following opportunities to:

- network with national delegates
- interact with influential decision makers in government agencies
- enhance your corporate image and brand
- showcase your products or services to a national audience, maximising potential sales

Depending upon your sponsorship package, you could have additional direct exposure to delegates in the exhibition area and lecture theatres rooms during conference sessions, breaks and lunches or on the field trip.

MARKETING THE CONFERENCE

To ensure maximum attendance at the Symposium, the event will be promoted through:

- Direct mail to all past delegates and Wetland Trust members across New Zealand
- Conference promotion on the National Wetland Trust of New Zealand Website at www.wetlandtrust.org.nz and other organisation websites (e.g.: EBOP, Fish & Game)
- Advertising in newsletters including *Backyard* (EBOP Newsletter, Wet & Wild, Conservation Korero)
- Promotion via existing networks including the NZ Landcare Trust, QEII Trust, local government networks, Biodiversity Fora etc.

OPPORTUNITY FOR A LONG-TERM RELATIONSHIP

The Symposium is a biannual event and the opportunity is available for your company to enter into a long-term relationship. Each second year, the Symposium is held in a different NZ location.

Contact the National Wetland Trust if you wish to engage with future symposia at enquiries@wetlandtrust.org.nz


2010 National Wetlands Symposium




SPONSORSHIP PACKAGES

There are several sponsorship packages outlined in the following pages. However, a package tailored to the marketing and budget requirements of your organisation can be arranged.

The tables below outline the direct benefits of each package for the 2010 National Wetlands Symposium. All prices are inclusive of GST.

Swamp Helmet Orchid Sponsorship Package	Investment: \$5,000
<ul style="list-style-type: none"> → One (1) complimentary Symposium Registration → One (1) complimentary Exhibition space → Two (2) Corporate banner prominently displayed in the plenary rooms → Half (½) page colour advertisement in the Symposium Programme → Acknowledgment as a sponsor in programme, mini programme & on the National Wetland Trust website, with link to sponsor's website → Corporate slide to be shown at regular intervals throughout main Symposium sessions (supplied by sponsor) → Opportunity to include in satchels two (2) pieces of publicity material (supplied by sponsor) → Attendance at keynote addresses → Name badge and symposium satchel for one representative (includes delegate contact list) 	

Swamp Helmet Orchid/Maikaika (*Anzybas carsei*) - in New Zealand found only in the Whangamarino Wetland

Australasian Bittern Sponsorship Package	Investment: \$3,000
<ul style="list-style-type: none"> → One (1) complimentary Exhibition space → One (1) Corporate banner prominently displayed in one of the plenary rooms → Acknowledgment as a sponsor in programme, mini programme & on the National Wetland Trust website, with link to sponsor's website → Corporate slide to be shown at regular intervals throughout main Symposium sessions (supplied by sponsor) → Opportunity to include in satchels one (1) piece of publicity material (supplied by sponsor) → Attendance at keynote addresses → Name badge and symposium satchel for one representative (includes delegate contact list) 	

Australasian Bittern/Matata (*Botaurus poiciloptilus*) - a relative of the heron, when alarmed they freeze with their bills pointing skyward, binocular vision allowing them to look for danger on both sides at once

2010 National Wetlands Symposium



Longfin Eel Sponsorship Package

Investment: \$2,000

- Promotion as Sponsor in email bursts
- Acknowledgment as a sponsor in programme, mini programme & on the National Wetland Trust website, with link to sponsor's website
- Corporate slide to be shown at regular intervals throughout main Symposium sessions (supplied by sponsor)
- Opportunity to include in satchels one (1) piece of publicity material (supplied by sponsor)
- Attendance at keynote addresses
- Name badge and symposium satchel for one representative (includes delegate contact list)



Longfin Eel/Tuna (*Anguilla dieffenbachia*) - threatened with extinction this eel can live for 60 years but breeds only once after travelling down our rivers and far out to sea

PLEASE NOTE:

1. All prices include GST
2. Size of the exhibition space: 2.4 x 1.2 m
3. All banners are subject to venue pre-approval. Freestanding upright banners are recommended as no material can be attached to the Novotel walls.
4. Delegate lists are for the sole use of the sponsor and must not be on-sold. Delegates will be advised that their names will be available to the sponsors and other delegates only, and may with-hold their permission if desired.
5. A wireless internet connection is available at an additional charge.
6. The organisers will do everything possible to ensure that sponsors obtain maximum exposure over the symposium, including special promotions to maximise circulation of all delegates in all display areas. Lunches, morning and afternoon teas will be served in or near the Trade Display area. You are invited to contact The Organiser, the conference manager, indicating your interest, choice of display/s and how your product can be best displayed and promoted at this event.
7. Sponsors are responsible for their own insurance whilst participating in the trade display and symposium events.

Trade Exhibition Schedule - Novotel

Wednesday, 3 rd March 2010	18.00 - 19.00	Exhibition set up
Thursday, 4 th March 2010	08.30 - 17.00	Exhibition open
Friday, 5 th March 2010	12.30 - 16.00	Novotel Exhibition open *
	16.00 - 17.00	Dismantle exhibition

* Please note the Symposium Fieldtrip will be on Friday, 5th March 2010 from 08.30am - 12.45pm

2010 National Wetlands Symposium



2010 Sponsorship Acceptance

I/We wish to become a sponsor in the following category/ies:

Swamp Helmet Orchid Sponsorship Package - (\$5,000)

Australasian Bittern Sponsorship Package - (\$3,000)

Long-fin Eel Sponsorship Package - (\$2,000)

In regards to the complimentary Exhibition space (if applicable):

- I/We will use the standard space and fitting
- I/We have a custom-built stand and require space only.
- I/We understand that space will be allocated strictly in accordance with the date of receipt of application and payment.
- I/We understand that we are responsible for delivering our display material to the site and removing it again by the end of the day, leaving the site as we found it
- I/We understand that we are solely responsible for the care of our staff or representatives and the products we display, and for the safety of participants viewing or trying any of our display products during the day
(The Organiser will confirm the reservation and placement of the display)

We agree to pay 100% of the monies as soon as the sponsorship is confirmed.

Thank you for your interest. Please let us know which sponsorship package you would like to confirm.

A formal Sponsorship Agreement will then be forwarded to you.

Signature

Title

Organisation

Date

Signature

Title

Organisation

Date

More specific enquiries are welcome. For assistance, please contact:

Nadine Pieper
Conference Organiser
THE ORGANISER
Phone: +64 7 343 1731
Email: nadine@rotoruanz.com

Dana Thompson
Wetland Project Manager
Environment Bay of Plenty
Phone: 0800 368 288 ext. 9572
Email: Dana.Thompson@envbop.govt.nz