



NZOUG 2010

Sponsor & Exhibitor Opportunities

The NZOUG conference is the premier event in the New Zealand Oracle Users Group calendar. It is the only Oracle-focussed conference held in New Zealand. Increase your brand awareness and enhance your marketing efforts by becoming an official sponsor of NZOUG 2010.

Call or email today to discuss the right opportunity for you.

Conference and Exhibition Hours

In 2010 the NZOUG conference will be located at the Energy Events Centre, Rotorua.

<http://www.eventvenues.co.nz/eec.htm>

| | | | |
|---------|----------|-------------------------|------------------|
| Sunday | 14 March | Registration and drinks | 6pm to 7pm |
| Monday | 15 March | Conference | 9:30am to 5:00pm |
| | | Exhibition | 11am to 6pm |
| | | Dinner | 6pm to 10pm |
| Tuesday | 16 March | Conference | 9am to 4:30pm |
| | | Exhibition | 8:30am to 3:45pm |

******Final times to be confirmed not any longer than those listed here******

Further information about the conference can be found at the NZOUG web site on

<http://nzoug.org/>



Platinum Sponsor NZD\$12,000

Maximise your presence at NZOUG 2010 by becoming *the* event sponsor alongside Oracle and also become the NZOUG sponsor for the next 18 months

Benefits

Keynote session

Invite your executive to deliver an in-depth presentation of your latest technology developments, infrastructure solutions and strategies. Speak to all conference delegates at the beginning of the conference while they are fresh and ready to receive your message.

18 Month sponsorship

Have your logo and a click through placed on our website and we will also include your logo on all promotional emails going out to members for the next 18 months until the next conference. This will enable you to target directly Oracle people within New Zealand to maximise sales of your products and services.

Conference Session

Two (2) 50 minute conference sessions. Use this opportunity to present case studies which highlight the technical and strategic strengths of your premier products.

Continued...



Platinum Sponsor Continued

Signage

Achieve the highest visibility and guide delegates to your booth by displaying your corporate logo throughout the conference venue.

Advertising

- Full-page advertisement in the Conference Guide. This can include an interview with your executive to create a one-page advertorial placed next to your corporate advertisement.
- Special acknowledgement as the Platinum Sponsor on the conference website, in the Conference Guide and in promotional material sent out by the Conference Committee in the lead up prior to the conference.
- Corporate logo displayed on delegate badges¹, on the front and title pages of the Conference Guide, on the front cover of the Conference Notebook and on the Conference Bag².
- Promotional material distributed in the official NZOUG 2010 Conference Bag.

Conference Facilities

- Double booth in Exhibition Hall.

Continued...

¹ There may be additional Oracle branding on the badge swingers.

² The NZOUG 2010 logo and Gold sponsor logos will also appear on this item.



Platinum Sponsor Continued

Conference Access

- Four (4) complimentary Exhibitor passes. Additional Exhibitor passes at NZD\$180.
- Two complimentary full conference passes for your own staff or to enable you to bring key staff from a major customer.
- Additional Full Conference passes at NZD\$395.



Gold Sponsors NZD\$6,000

Benefits

Conference Session

One (1) 50 minute conference session. Use this opportunity to present a case study which highlights the technical and strategic strengths of your premier products.

Advertising

- Full-page advertisement in the Conference Guide.
- Special acknowledgement as a Gold Sponsor on the conference website, in the Conference Guide and in promotional material sent out by the Conference Committee prior to the conference.
- Corporate logo displayed on the title page of the Conference Guide and on the Conference Bag³.

Conference Facilities

- Double booth in Exhibition Hall.

Conference Access

- Four (4) complimentary Exhibitor passes. Additional Exhibitor passes at NZD180.

Continued...

³ The NZOUG 2010 logo, Platinum Sponsor logo and all Gold Sponsor logos will appear on this item.



Gold Sponsor Continued

- Discounted Full Conference passes for your staff at NZD395.

Special Options

Also, choose from one of the following exciting opportunities to maximise your presence at the conference.⁴

Stream Branding (4 available)

Achieve high visibility for your brand and guide delegates to your booth by sponsoring one of the conference stream rooms. Display your logo at the entrance to the Stream Session Room and within the room itself. Delegates will see your logo whenever they walk from the Exhibition Hall to the session rooms and when they attend sessions in your room.

⁴ Available on a first come first served basis.



Gold Sponsor — Technology

Requirements for Gold Technology Sponsorship

18 PCs (14 for conference Demonstration/Training Stream, 4 for Email Lounge)

5 Laptops.

Benefits

Conference Session

One (1) 50 minute conference session. Use this opportunity to present a case study which highlights the technical and strategic strengths of your premier products.

Signage

Achieve high visibility for your brand and guide delegates to your booth. Display your logo at the entrance to the Demonstration/Training Stream Session Room and within the room itself. Delegates will see your logo whenever they walk from the Exhibition Hall to the session rooms bordering the Exhibition Hall and when they attend sessions in your room.

Email Lounge

IT delegates can't stay away from email. Brand this area with your logo and guide delegates to your booth.



Advertising

- Full-page advertisement in the Conference Guide. Additionally, place a three (3) month advertisement on the NZOUG website to enhance awareness of your products and guide potential customers to your web site.
- Special acknowledgement as a Gold Sponsor on the conference website, in the Conference Guide and in promotional material sent out by the Conference Committee prior to the conference.
- Corporate logo displayed on the title page of the Conference Guide and on the Conference Bag⁵.

Conference Facilities

- Double booth in Exhibition Hall.

Conference Access

- Four (4) complimentary Exhibitor passes. Additional Exhibitor passes at NZD180.
- Discounted Full Conference passes for your staff at NZD395.

⁵ The NZOUG 2010 logo, Oracle logo, Platinum sponsor logo and all Gold sponsor logos will appear on this item.



Silver Sponsors NZD\$3,000

Benefits

Advertising

- Half-page advertisement in the Conference Guide.
- Special acknowledgement as a Silver Sponsor on the conference website, in the Conference Guide and in promotional material sent out by the Conference Committee prior to the conference.
- Corporate logo displayed in the Conference Guide.

Conference Facilities

- Single booth in Exhibition Hall.

Conference Access

- Two (2) complimentary Exhibitor passes. Additional Exhibitor passes at NZD180.
- Discounted Full Conference passes for your staff at NZD395.

Continued...



Silver Sponsor Continued

Special Options

Also, choose from one of the following exciting opportunities to maximise your presence at the conference.⁶

Conference Pen (1 available)

Place your corporate logo and URL on the official Conference Pen. Always a favourite item, the stylish Conference Pen will be used all conference and long after the conference ends.

Dinner Sponsor (1 available)

Obtain exclusive branding of the dinner venue and have the opportunity to speak directly to the attendees with a 5 minute address during the dinner event.

Fun Activity Sponsor (1 available)

Become the sponsor of the fun event of the conference. This sponsorship package will allow you to associate your branding with "a good time" which will mean no-one will forget your company or product name.

⁶ Available on a first come first served basis.



Exhibitor NZD\$1,500 per booth

Benefits

Advertising

- Exhibitor name and website address included in conference guide exhibitor directory.
- Corporate logo displayed on NZOUG conference web pages.

Conference Facilities

- Single booth in Exhibition Hall.
- Broadband access from the booth.

Conference Access

- Two (2) complimentary Exhibitor passes. Additional Exhibitor passes at NZD180.
- Discounted Full Conference passes for up to two (2) staff at NZD395.



General Conditions for Sponsors

- All prices quoted in this document exclude GST.
- Discounted and complimentary Full Conference passes provide access to all conference sessions and include Monday and Tuesday lunch, tea breaks and the conference dinner. The passes will also include delegate collateral and giveaways where supplies permit.
- Exhibitor passes provide access to the Exhibition Hall only and include Monday and Tuesday lunch, tea breaks and the conference dinner.
- Suggestions and ideas for sponsor activities must be discussed with the NZOUG 2010 Sponsorship Coordinators to avoid duplication between sponsors.
- You may distribute gifts, design and distribute your own invitations, hold competitions at the event, and so on but these should be appropriate to the event.
- The appropriate locations for signage outside the booths will be determined in consultation with the NZOUG 2010 Sponsorship Coordinators.
- All logos should be provided as high quality PDFs. The NZOUG 2010 logo will be provided to any sponsor who requires it for their own promotional material.

Cancellation:

- Thirty (30) days or more before the conference start date — 100% refund
- Less than thirty (30) days before conference start date — 50% refund.



Specific Conditions for Sponsors

Platinum

Availability

- One (1) package available. The sponsor who takes up this package will be *the* Conference sponsor.

Conference Compendium Promotional Material

- The final quantity required will be advised by the NZOUG 2010 Sponsorship Coordinators by 5th February 2010.
- Promotional material for the conference compendium must be delivered to the conference venue between 11th and the 14th March 2010 inclusive.
- The sponsor accepts full responsibility for ensuring that the promotional material for the compendium arrives in time for the conference.
- Ensure that deliveries are clearly labelled as being for the NZ Oracle Users Group 2010 Conference.

Continued...



Specific Conditions for Sponsors Continued

- Deliveries from overseas must provide adequate documentation for Customs and suitable contact details should Customs have any queries. Deliveries should be addressed as follows:

***Energy Events Centre.
Queens Drive, Government Gardens
Rotorua, New Zealand***

***"Compendium Insert for NZ Oracle Users Group
Conference"***

- The NZOUG 2010 Sponsorship Coordinators must also be advised of any delivery.

Gold

Availability

The Gold sponsorship package is subject to availability of exhibition booths. Last date for applications will be 5th February 2010, to allow for conference printing and advertising deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

Continued...



Specific Conditions for Sponsors Continued

Gold — Technology

Availability

One Gold – Technology sponsorship package is available. **Note:** there may be other hardware sponsors who take up the standard Gold package.

Silver

Availability

Package is subject to availability of exhibition booths. Last date for applications will be 5th February 2010, to allow for conference printing and advertising deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

Specific Conditions for Exhibitors

Availability

Subject only to availability of booths. Exhibitors may purchase up to two booths, side by side.



Conditions for All Booth Holders

- **Assignment** — Booths will be assigned on 23rd February 2010 in the following order:
 - Platinum sponsor and Oracle
 - Gold sponsors
 - Silver sponsors
 - Returning Exhibitors
 - All remaining Exhibitors
- Booths and packages sold after 19th February 2010 will be assigned on a first come first served basis.
- All deliveries of equipment must arrive at the conference venue between 11th and 14th March 2010 inclusive.
- The sponsor/exhibitor accepts full responsibility for ensuring that equipment arrives in time for the conference.
- Ensure that deliveries are clearly labelled as being for the NZ Oracle Users Group 2010 Conference.
- Deliveries from overseas must provide adequate documentation for Customs and suitable contact details should Customs have any queries.

Continued...



Conditions for All Booth Holders

- Deliveries of equipment should be addressed as follows:

***Energy Events Centre.
Queens Drive, Government Gardens
Rotorua, New Zealand***

***“Exhibition materials for (Company Name) for NZ
Oracle Users Group Conference”***

- The NZOUG 2010 Sponsorship Coordinator must also be advised of any delivery.
- All persons working in the exhibition area must be registered as exhibitor staff or conference attendees.

Installation and Dismantling Hours

- Exhibits must be installed between 11:00am Sunday 14 March and 9.00am Monday 15th March 2010.
- Exhibits must be dismantled between 3:45pm and 5:00pm on Tuesday 16 March 2010.



Exhibition Booth Specifications

Booth Size: 3.0m x 1.8m

Partitions: 2.3m high black frontrunner velcro receptive panels

Note: articles may be attached by velcro hooks, staples or picture hooks. Colour change to grey, red, green or royal blue available.

Power: 1 x 10 amp 4 way power outlet (domestic) per stand

Spotlights: 2x 150-watt spotlights per stand.

Booth also includes fascia and company name,

Furniture and other stand requirements are the responsibility of the exhibitor and can be arranged through the exhibition setup company (details below). These must be arranged prior to the conference.

Exhibition Area Floorplan

A copy of the exhibition area floorplan is available on request from the NZOUG 2010 Sponsorship Coordinators or can be found on the NZOUG website at www.nzoug.org.nz



Applying for a Sponsor or Exhibitor Package

To apply for a sponsor or exhibitor package please fill out the application form overleaf and send to, either:

Erica Harris

NZOUG 2010 Sponsorship Coordinator
C/- Environment Waikato
PO Box 4010
Hamilton East 3247
New Zealand

Fax: +64 7 859 0998

Email: erica.harris@ew.govt.nz

Kathy Frame

NZOUG 2010 Sponsorship Coordinator
C/- healthAlliance
Private Bag 93 503
Takapuna
Auckland 0622
New Zealand

Fax: +64 9 487 1332

Email: Kathy.Frame@healthalliance.co.nz



Payment Terms

- A deposit of 50% is required upon acceptance of your sponsor or exhibitor package application.
- Payment in full must be made by 19th February 2010.
- Payment in full is required upon acceptance of applications made after 19th February 2010.



Enquiries

All enquiries regarding sponsorship for NZOUG 2010 should be addressed to either:

Erica Harris

NZOUG 2010 Sponsorship Coordinator
C/- Environment Waikato
PO Box 4010
Hamilton East 3247
New Zealand

Phone: +64 7 859 0940

Mobile: +21 359 386

Email: erica.harris@ew.govt.nz

Kathy Frame

NZOUG 2010 Sponsorship Coordinator
C/- healthAlliance
Private Bag 93 503
Takapuna
Auckland 0622
New Zealand

Phone: +64 9 487 1306

Mobile: + 64 21 761 663

Email: Kathy.Frame@healthalliance.co.nz



NZOUG 2010 Application and Contract for Sponsor/Exhibitor Package

Confirmation will be emailed unless an email address is not available.

Name of Company _____

Address _____

Company Contact _____

Email _____

Phone _____

Mobile _____

Fax _____

Web Address _____

| Package | Quantity | Unit Cost (excl GST) | Total Cost (excl GST) |
|--------------------|----------|-------------------------|--------------------------|
| | | | |
| | | | |
| GST @ 12.5% | | | |
| Grand Total | | | |



Booth Preference **1st choice** _____
 (if applicable) **2nd choice** _____

In applying for an NZOUG 2010 Sponsor/Exhibitor Package I/we agree to abide by all conditions detailed in *NZOUG 2010 Sponsorship and Exhibitor Opportunities*:

Signature _____

Date _____

Payment

You may supply credit card details here or send a cheque once confirmation of your application has been received. A charge will only be made to your credit card if your package application is accepted.

Please charge
 the sponsorship package deposit of \$ _____
 the full sponsorship package amount of \$ _____

To: Visa MasterCard

Card Number _____

Name on Card _____

Expiry _____

Billing Address _____

(if different from above) _____

Card Holder Signature _____