



# **NZOUG 2011**

## **Sponsor Opportunities**

**31 October to 1 November 2011**

**Auckland, New Zealand**

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## **YOUR OPPORTUNITY**

Whether you offer software as a service, platform as a service, infrastructure as a service, customer hosted and managed systems, external management of customer systems or implementation services this is your opportunity to demonstrate that your solution not only assists customers to meet their immediate business objectives and will continue to evolve to address changes in customer goals, legislation and industry trends but that entering into partnership with your organisation will result in a durable, mutually beneficial relationship.

## **NEW CONTENT**

This year we are excited to be offering content for the Java, JDEdwards, Peoplesoft, Hyperion EPM and Oracle BI communities in addition to the traditional Oracle markets.

## **SPECIAL OFFERS**

Book your sponsorship package before 30 April 2011 and receive a 10% discount on the cost of your package.

## **FIND OUT MORE**

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

[www.nzoug.org.nz](http://www.nzoug.org.nz)

## Why Sponsor?



NZOUG 2011 is the only conference for the Oracle ecosystem that takes place in New Zealand for New Zealanders. With 8 tracks of content, 200–300 delegates, 30 vendors and 10 international speakers it is the event to *be seen and be heard*.

NZOUG 2011 offers you a *highly accessible audience* with 200-300 developers, architects, technical leads, managers and administrators all on site for the two days of the event who are looking for real solutions that can assist them in their workplace.

At NZOUG 2011 you can make a *high impact investment* by targeting specific audiences via papers in the formal programme, sessions at the Demo Ground and meetings with decision makers. NZOUG 2011 attracts Oracle customers looking for training and solutions in the following areas: Oracle Database, Database Development, Application Express, Oracle Fusion Middleware, Java, Oracle E-Business Suite, JDEdwards, Peoplesoft, Oracle BI, Hyperion EPM and General Management.

At NZOUG 2011 you will have an *effective and lasting impact* by increasing your profile among current and potential clients. NZOUG 2011 attracts delegates from over 60 companies from around New Zealand.

NZOUG 2011 is an ideal venue *to introduce new products and services* to existing and potential customers.

NZOUG 2011 will provide you with *ongoing information*. Statistics on participant profiles and the delegate list will be emailed to you after the event.

## Exclusive

### Pre-Event Promotion

- Acknowledgement as the Platinum Sponsor on the conference website and in all promotional material sent out by the Conference Committee prior to the conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.
- One email blast to NZOUG members prior to NZOUG 2011.
- Two (2) webinars to NZOUG members prior to NZOUG 2011.

### At the Event

- Opportunity to address the delegates for 15 minutes at the Conference Dinner.
- Keynote Session Day One.
- Two (2) 50 minute conference sessions. Use this opportunity to present case studies which highlight the technical and strategic strengths of your premier products.
- Acknowledgement verbally and on any AV screen as the Platinum Sponsor at the Welcome Reception, at the beginning of the conference and at the Conference Dinner.
- Two (2) guaranteed slots in the Demo Ground per day.
- Numerous display spaces throughout the conference venue for free-standing banners (sponsor to provide) and/or electronic banners (sponsor to provide).
- Two (2) full-page advertisements in the Conference Handbook.
- Conference Guide Sponsor. Your corporate logo prominently displayed on the front page of the Conference Guide<sup>1</sup>. Your logo will also be displayed on the acknowledgements page.
- Conference Bag Sponsor. Your corporate logo displayed prominently on the Conference Bag<sup>2</sup>.
- Four (4) complimentary promotional inserts in the official NZOUG 2011 Conference Bag.
- Maximum 100 word company description including contact details in the Exhibitor Section of the Conference Guide.
- 6 x 2.4m booth in prime location in Exhibition Hall.
- Four (4) complimentary Exhibitor registrations. Additional Exhibitor registrations at NZD250 + GST.
- Four (4) complimentary Full Conference registrations to enable you to bring key staff from a major customer.
- Discounted Full Conference registrations for your staff at NZD450 + GST.

### Post-Event

- Four (4) webinars to NZOUG members over the 12 months following NZOUG 2011.
- One email blast to NZOUG members after NZOUG 2011.
- Have your logo and a click through on the front page of the NZOUG website for the 12 months following the conference.
- Site banner ad on NZOUG web site for 12 months.
- Delegate list — full delegate list available<sup>3</sup>

### Your Investment

NZD15,000 + GST

<sup>1</sup> The NZOUG 2011 logo and Vendor Sponsor logo will also appear on this item.

<sup>2</sup> The NZOUG 2011 logo and Vendor Sponsor logo will also appear on this item.

<sup>3</sup> Subject to Privacy Laws.

## Pre-Event Promotion

- Acknowledgement as a Titanium Sponsor on the conference website and in promotional material sent out by the Conference Committee prior to the conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

## At the Event

- 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.
- Acknowledgement verbally and on any AV screen as a Titanium Sponsor at the Welcome Reception, at the beginning of the conference and at the Conference Dinner.
- One (1) guaranteed slot in the Demo Ground per day.
- Full-page advertisement in the Conference Guide.
- Corporate logo displayed on the acknowledgements page of the Conference Guide
- Two (2) complimentary promotional inserts in the official NZOUG 2011 Conference Bag.
- Maximum 100 word company description including contact details in the Exhibitor Section of the Conference Guide.
- 3 x 2.4m booth in Exhibition Hall. An additional booth can be purchased for NZD1200 + GST.
- Two (2) complimentary Exhibitor registrations. Additional Exhibitor registrations at NZD250 + GST.
- Two (2) complimentary Full Conference registrations to enable you to bring key staff from a major customer.
- Discounted Full Conference registrations for your staff at NZD450 + GST.

**Titanium Options** — choose from one of the following exciting options to maximise your presence at the conference:<sup>4</sup>

- Welcome Reception prior to conference start — four display spaces in the Exhibition Hall for free-standing banners (sponsor to provide).
- Lunch Day One — four display spaces in the Exhibition Hall for free-standing banners (sponsor to provide) next to the catering stations.
- Lunch Day Two — four display spaces in the Exhibition Hall for free-standing banners (sponsor to provide) next to the catering stations.
- Morning and Afternoon Tea Days One and Two — four display spaces in the Exhibition Hall for free-standing banners (sponsor to provide) next to the catering stations.
- Conference Dinner Day One — opportunity to address the delegates for 5 minutes at the Conference Dinner. Two display spaces at the dinner venue for free-standing banners (sponsor to provide).
- Conference Dinner Wine Day One — corporate logo and advertisement displayed on wine guides placed on each table.
- Coffee Cart — four display spaces in the Exhibition Hall for free-standing banners (sponsor to provide) adjacent to the coffee station.
- Training Room — two display spaces at the entrance to the Training Room and two display spaces within the Training Room for free-standing banners (sponsor to provide).

<sup>4</sup> Available on a first come first served basis.



## Post-Event

- Have your logo and a click through on the front page of the NZOUG website for the 6 months following the conference.
- Three (3) complimentary webinars to NZOUG members over the 12 months following the conference.
- Delegate list — full delegate list available<sup>5</sup>

## Your Investment

NZD7500 + GST

<sup>5</sup> Subject to Privacy Laws.

## Pre-Event Promotion

- 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.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

## At the Event

- Acknowledgement verbally and on any AV screen as the Gold Sponsor at the Welcome Reception, at the beginning of the conference and at the Conference Dinner.
- Half-page advertisement in the Conference Guide.
- Corporate logo displayed on the acknowledgements page of the Conference Guide.
- One (1) complimentary promotional insert in the official NZOUG 2011 Conference Bag.
- Maximum 100 word company description including contact details in the Exhibitor Directory of the Conference Guide.
- 3 x 1.8m booth in Exhibition Hall. An additional booth can be purchased for NZD1000 + GST.
- One (1) complimentary Exhibitor registration. Additional Exhibitor registrations at NZD250 + GST.
- One (1) complimentary Full Conference registration to enable you to bring a key staff member from a major customer.
- Discounted Full Conference registrations for your staff at NZD450 + GST.

**Gold Options** — choose from one of the following exciting opportunities to maximise your presence at the conference:<sup>6</sup>

- Conference Pen — Place your corporate logo on the official Conference Pen.
- Pocket Programme — Place your corporate logo on the Conference Pocket Programme.
- Delegate Badges — Place your corporate logo on the Delegate Badges.
- Conference Notepad — Place your corporate logo on the front page of the Conference Notepad.
- Chill-out Lounge (x2) — Two (2) display spaces for free-standing banners (sponsor to provide) in one of the Chill-out Lounges in the Exhibition Hall.
- Lanyards — Have your logo on the lanyards for the delegate badges.
- MC for Conference Dinner Entertainment Day One — Two display spaces at the dinner venue for free-standing banners (sponsor to provide).
- Demo Ground — Two (2) display spaces for free-standing banners (sponsor to provide) at the Demo Ground.
- Internet Lounge — Two (2) display spaces for free-standing banners (sponsor to provide) at the Internet Lounge.

## Post-Event

- Have your logo and a click through on the front page of the NZOUG website for the 3 months following the conference.
- One (1) complimentary webinar to NZOUG members over the 12 months following the conference.
- Delegate list — full delegate list available<sup>7</sup>.

## Your Investment

NZD3750 + GST

<sup>6</sup> Available on a first come first served basis.

<sup>7</sup> Subject to Privacy Laws.





## Pre-Conference

- 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.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

## At the Event

- Acknowledgement verbally and on any AV screen as the Silver Sponsor at the Welcome Reception, at the beginning of the conference and at the Conference Dinner.
- Quarter-page advertisement in the Conference Guide.
- Corporate logo displayed on the acknowledgements page of the Conference Guide.
- One (1) complimentary promotional insert in the official NZOUG 2011 Conference Bag.
- Maximum 100 word company description including contact details in the Exhibitor Section of the Conference Guide.
- 3 x 1.8m booth in Exhibition Hall. An additional booth can be purchased for NZD1000 + GST
- One (1) complimentary Exhibitor registration. Additional Exhibitor registrations at NZD250 + GST.
- Discounted Full Conference registrations for your staff at NZD450 + GST.

## Post-Event

Delegate list — full delegate list available<sup>8</sup>.

## Your Investment

NZD1875 + GST

<sup>8</sup> Subject to Privacy Laws.

Are you looking for opportunities to show support for the NZOUG and have visibility at NZOUG 2011 but don't want to exhibit?

## Mini Presentations

This year we are excited to have available a Demo Ground in the Exhibition Hall. The Demo Ground offers you the unique opportunity to give product presentations to small groups of motivated delegates without having to exhibit or submit an abstract for the formal programme.

### Pre-Conference

- Acknowledgement as a Demo Ground presenter on the conference website prior to the conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

### At the Event

- Opportunity to distribute collateral during your presentation at the Demo Ground.

### Post-Event

- Delegate list — full delegate list available<sup>9</sup>.

### Your Investment

- NZD400 + GST for 15 minute slot
- NZD475 + GST for 20 minute slot

## Charging Stations

In this online world delegates at conferences often struggle to find plugs to charge their laptops and phones. Several charging stations will be placed throughout the venue for NZOUG 2011. This sponsorship will make you one of the most memorable companies at the conference.

### Pre-Conference

- Acknowledgement as the Charging Stations Sponsor on the conference website, in the Conference Guide and in promotional material sent out by the Conference Committee prior to the conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

### At the Event

- A sign with your company logo will be displayed on each table with a brochure stand for your collateral.

### Post-Event

- Delegate list — full delegate list available<sup>10</sup>.

### Your Investment

- NZD1000 + GST

<sup>9</sup> Subject to Privacy Laws.

<sup>10</sup> Subject to Privacy Laws.



### **Water Bottles**

Conferences are thirsty work. Every time delegates drink from their conference water bottles they will see your company logo.

### **Pre-Conference**

- Acknowledgement as the Water Bottles Sponsor on the conference website, in the Conference Guide and in promotional material sent out by the Conference Committee prior to the conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

### **At the Event**

- A water bottle with your company logo will be placed in each delegate bag..

### **Post-Event**

- Delegate list — full delegate list available<sup>10</sup>.

### **Your Investment**

- NZD1000 + GST



## Conference Bag Insert

Company brochure, advertising material or promotional item inserted into each delegate's conference bag. Sponsor to provide. NZD250 + GST

## Conference Guide Advertisement

Full page advertisement	NZD625 + GST
Half page advertisement	NZD375 + GST
Quarter page advertisement	NZD250 + GST

## **GST**

All prices quoted in this document exclude GST.

## **Registration inclusions**

Discounted and complimentary Full Conference registrations provide access to all conference sessions and include Monday and Tuesday lunch, tea breaks and the Conference Dinner. The registrations will also include delegate collateral and giveaways where supplies permit.

Exhibitor registrations provide access to the Exhibition Hall only and include Monday and Tuesday lunch, tea breaks and the Conference Dinner.

## **Platinum Package**

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

## **Titanium Package**

Package is subject to availability of exhibition booths and/or options. Last date for applications will be 10 October 2011, to allow for conference printing and advertising deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

## **Gold Package**

Package is subject to availability of exhibition booths and/or options. Last date for applications will be 10 October 2011, to allow for conference printing and advertising deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

## **Silver Package**

Package is subject to availability of exhibition booths. Last date for applications will be 10 October 2011, to allow for conference printing and advertising deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

## **Charging Stations**

One (1) package available. Last date for applications will be 10 October 2011, to allow for conference printing and advertising deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

## **Water bottles**

One (1) package available. Last date for applications will be 10 October 2011, to allow for conference printing and advertising deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

## **Mini Presentations**

Package is subject to availability of Mini Presentation slots. Applications may be made until 28 October 2011. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

## Catering

All catering will be served in the Exhibition Hall.

## Booth Specifications

Booth Size: 6.0 x 2.4m, 3.0 x 2.4m or 3.0m x 1.8m depending on the package chosen.  
Partitions: 2.3m high black frontrunner velcro receptive panels  
Note: articles may be attached by velcro hooks, staples or picture hooks.  
Power: 1 x 10 amp 4 way power outlet (domestic) per stand  
Spotlights: 2x 150-watt spotlights per stand.  
Internet: Wireless broadband access.

Booth also includes fascia and company name.

## Exhibition Hall Floorplan

A copy can be found on the NZOUG website at [www.nzoug.org.nz](http://www.nzoug.org.nz)

# Applying for a Sponsor Package



To apply for a sponsor package please fill out the application form at [www.nzoug.org.nz](http://www.nzoug.org.nz).

## Payment Terms

A deposit of 50% is required upon acceptance of your sponsor package application.

Payment in full must be made by 1 October 2011.

Payment in full is required upon acceptance of applications made after 1 October 2011.

## Cancellation

Thirty (30) days or more before the conference start date — 100% refund.

Less than thirty (30) days before the conference start date — 50% refund.

## Enquiries

All enquiries regarding sponsorship for NZOUG 2011 should be addressed to:

Erica Harris  
NZOUG 2011 Sponsorship Coordinator  
Email: [erica.harris@ew.govt.nz](mailto:erica.harris@ew.govt.nz)  
Phone: +64 7 859 0940  
Mobile: 021 359 386

OR

Kathy Frame  
NZOUG 2011 Sponsorship Coordinator  
Email: [kathy.frame@healthalliance.co.nz](mailto:kathy.frame@healthalliance.co.nz)  
Phone: +64 9 487 1306  
Mobile: 021 761 663

# Comparison of Sponsor Packages



	<b>Platinum</b>	<b>Titanium</b>	<b>Gold</b>	<b>Silver</b>
Speaking slot at Conference Dinner	15 minutes	x	x	x
Keynote	✓	x	x	x
Conference session	2	1	x	x
Guaranteed Demo Ground slots	2/day	1/day	x	x
Display Spaces	Throughout venue	Dependent on option chosen	Dependent on option chosen	Dependent on option chosen
Advertisement in Conference Guide	2 page	1 page	½ page	¼ page
Logo on front cover of Conference Guide	✓	x	x	x
Logo on Conference Bag	✓	x	x	x
Bag Insert	4	2	1	1
Booth	6 x 2.4m	3 x 2.4m	3 x 1.8m	3 x 1.8m
Complimentary Exhibitor Registrations	4	2	1	1
Complimentary Conference Registrations	4	2	1	x
Post conference sponsorship	12 months	6 months	3 months	x
Webinars	6	3	1	x
Email blasts	2	x	x	x
Site banner ad	✓	x	x	x