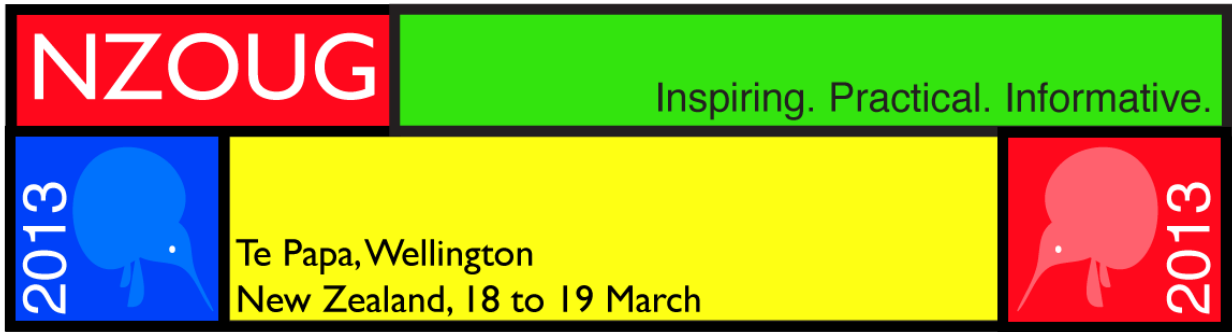


## Sponsor Opportunities



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## About NZOUG 2013

### YOUR OPPORTUNITY

Whether you offer Cloud-based services, 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 LOCATION

For the first time ever the the New Zealand Oracle Users Group conference will be held in Wellington, at Te Papa, 17 to 19 March. Te Papa is an exceptional conference venue, ideally situated on the waterfront in Wellington and within walking distance of downtown.

### NEW DEMO GROUNDS

After trialling the demo ground concept in 2011 we will have two demo grounds for NZOUG 2013. These will be adjacent to but separate from the Exhibition Hall allowing you to interact with small groups of delegates without distraction.

### SPECIAL OFFERS

Book your sponsorship package before 25 January 2013 and receive a 10% discount on the cost of your package<sup>1</sup>.

### 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)

<sup>1</sup> Payment of deposit must be received by 21 January 2013.



## Why Sponsor?

NZOUG 2013 is the only conference for the Oracle ecosystem that takes place in New Zealand for New Zealanders. With 8 tracks of content, 300–350 delegates, 30 vendors and 10 international speakers it is the event to *be seen and be heard*.

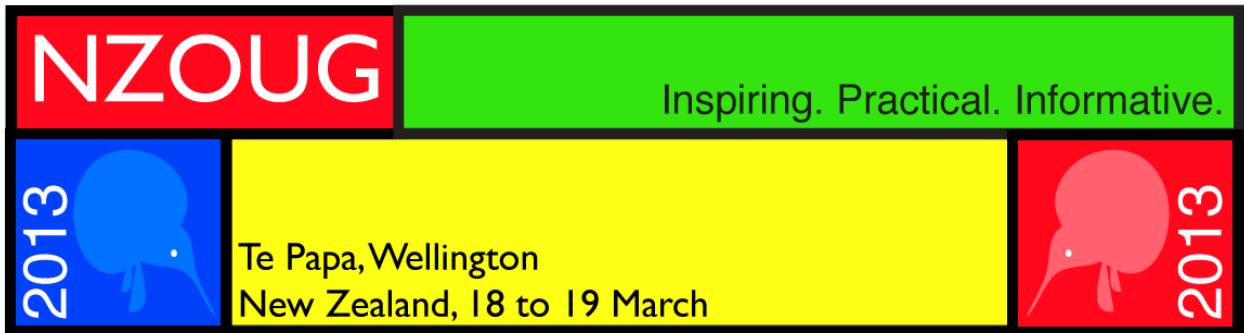
NZOUG 2013 offers you a *highly accessible audience* with 300–350 developers, architects, technical leads, managers and administrators all on site for the two days of the event who are looking for real solutions that can assist them in their workplace.

At NZOUG 2013 you can make a *high impact investment* by targeting specific audiences via papers in the formal programme, sessions at a Demo Ground and meetings with decision makers. NZOUG 2013 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 2013 you will have an *effective and lasting impact* by increasing your profile among current and potential clients. NZOUG 2013 attracts delegates from over 60 companies from around New Zealand.

NZOUG 2013 is an ideal venue *to introduce new products and services* to existing and potential customers.

NZOUG 2013 will provide you with *ongoing information*. Statistics on participant profiles and the delegate list will be emailed to you after the event.



## Platinum \$15,000

### 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 2013.

#### At the Event

- 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).
- Your choice of Conference Mobile App, Coffee Cart or Conference Dinner Sponsor.
- Logo on your choice of conference bag, lanyard, badge, notepad or pen.
- Branded collateral in the official NZOUG 2013 Conference Bag.
- Company listing in the Sponsor Directory of the Conference Mobile App.
- 6 x 2.4m booth in prime location in Exhibition Hall.
- Six (6) complimentary Full Conference registrations.
- Additional Full Conference registrations at the early bird member rate.

#### Post-Event

- Two (2) webinars to NZOUG members over the 12 months following NZOUG 2013.
- Two email blasts to NZOUG members after NZOUG 2013.
- Have your logo and a click through on the front page of the NZOUG website for the 12 months following the conference.
- Banner ad on NZOUG web site for 12 months.
- Delegate list — full delegate list available<sup>2</sup>

<sup>2</sup> Subject to Privacy Laws.



## Diamond \$11,500

### Pre-Event Promotion

- Acknowledgement as the Diamond 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.

### At the Event

- One(1) 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 Diamond 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.
- Your choice of Conference Mobile App, Coffee Cart or Conference Dinner Sponsor. First come, first served and dependent on the choice made by the Platinum Sponsor
- Logo on your choice of conference bag, lanyard, badge, notepad or pen.
- Branded collateral in the official NZOUG 2013 Conference Bag.
- Company listing in the Sponsor Directory of the Conference Mobile App.
- 6 x 2.4m booth in prime location in Exhibition Hall.
- Four (4) complimentary Full Conference registrations.
- Additional Full Conference registrations at the early bird member rate.

### Post-Event

- One (1) webinars to NZOUG members over the 12 months following NZOUG 2013.
- One (1) email blast to NZOUG members after NZOUG 2013.
- Have your logo and a click through on the front page of the NZOUG website for the 6 months following the conference.
- Banner ad on NZOUG web site for 6 months following the conference.
- Delegate list — full delegate list available<sup>3</sup>

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



## Titanium \$7500

### 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.
- Your choice of Agenda, Demo Ground, Welcome Reception, Chill-out Lounge, Conference Dinner Wine, Lunch or Tea Break sponsor. First come, first served.
- Logo on your choice of conference bag, lanyard, badge, notepad or pen.
- Branded collateral in the official NZOUG 2013 Conference Bag.
- Company listing in the Sponsor Directory of the Conference Mobile App.
- 3 x 2.4m booth in Exhibition Hall. An additional booth can be purchased for NZD1200 + GST.
- Three (3) complimentary Full Conference registrations.
- Additional Full Conference registrations at the early bird member rate.

### Post-Event

- Have your logo and a click through on the front page of the NZOUG website for the 3 months following the conference.
- Banner ad on NZOUG web site for 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>4</sup>

<sup>4</sup> Subject to Privacy Laws.



**Gold \$3,750**

### **Pre-Event Promotion**

- Acknowledgement as a Gold Sponsor on the conference website, in the Conference Mobile App 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.
- Your choice of Agenda, Demo Ground, Welcome Reception, Chill-out Lounge, Conference Dinner Wine, Lunch or Tea Break sponsor. First come, first served and dependent on choices made by Titanium sponsors.
- Branded collateral in the official NZOUG 2013 Conference Bag.
- Company listing in the Sponsor Directory of the Conference Mobile App.
- 3 x 1.8m booth in Exhibition Hall. An additional booth can be purchased for NZD1000 + GST.
- Two (2) complimentary Full Conference registrations.
- Additional Full Conference registrations at the early bird member rate.

### **Post-Event**

- Have your logo and a click through on the front page of the NZOUG website for the 3 months following the conference.
- Delegate list — full delegate list available<sup>5</sup>.

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





## Silver \$1,875

### Pre-Conference

- Acknowledgement as a Silver Sponsor on the conference website, in the Conference Mobile App 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.
- Branded collateral in the official NZOUG 2013 Conference Bag.
- Company listing in the Sponsor Section of the Conference Mobile App.
- 3 x 1.8m booth in Exhibition Hall. An additional booth can be purchased for NZD1000 + GST
- Two (2) complimentary Full Conference registrations.
- Additional Full Conference registrations at the early bird member rate.

### Post-Event

Delegate list — full delegate list available<sup>6</sup>.

<sup>6</sup> Subject to Privacy Laws.



## Other Opportunities

Are you looking for opportunities to show support for the NZOUG and have visibility at NZOUG 2013 but don't want to exhibit? Or do you want to add something extra to your standard package? Check out the options below or talk to our sponsorship team about creating a custom package tailored to your unique needs.

### 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 and in promotional material sent out by the Conference Committee prior to the conference.
- Company listing in Sponsor in the Conference Mobile App
- 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>7</sup>.

### Your Investment

Sponsor	1200
Non-sponsor	1900

### 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 2013. 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 and in promotional material sent out by the Conference Committee prior to the conference.
- Company listing in Sponsor in the Conference Mobile App
- 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.



## Other Opportunities

### Post-Event

- Delegate list — full delegate list available<sup>7</sup>.

### Your Investment

Sponsor	\$600
Non-sponsor	\$1000

### Mini Presentations

The Demo Grounds are situated just off the Exhibition Hall and offer you the unique opportunity to give short product presentations to small groups of motivated delegates without having to exhibit or submit an abstract for the formal programme.

### Pre-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>8</sup>.

### Your Investment

Sponsor	Complimentary
Non-sponsor	\$400 for 15 minute slot

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

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



## Other Opportunities

### Conference Bag Insert

Branded collateral item inserted into each delegate's conference bag. Sponsor to provide.

Sponsor            Complimentary  
Non-sponsor    \$300

### Conference Mobile App Blast

Sponsor            \$300  
Non-sponsor    \$450



## Information for sponsors

### GST

All prices quoted in this document are in New Zealand dollars and exclude GST.

### Registration inclusions

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

### Platinum Package

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

### Diamond, Titanium, Gold, and Silver Packages

Package is subject to availability of exhibition booths. Last date for applications will be 10 March 2013, to allow for conference printing 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 March 2013, to allow for conference printing 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 March 2013, to allow for conference printing 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 15 March 2013. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.



## Exhibition Hall

### 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 Sponsorship 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 February 2013.

Payment in full is required upon acceptance of applications made after 1 February 2013.

### 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 2013 should be addressed to:

John McDonald  
NZOUG 2013 Sponsorship Coordinator  
Email [johnmcdonald@deloitte.co.nz](mailto:johnmcdonald@deloitte.co.nz)  
Phone +64 4 470 3792  
Mobile 021 909 851

Or

Erica Harris  
NZOUG 2013 Sponsorship Coordinator  
Email: [erica.harris@ew.govt.nz](mailto:erica.harris@ew.govt.nz)  
Phone: +64 7 859 0940  
Mobile: 021 359 386



## Comparison of Sponsorship Packages

	Platinum	Diamond	Titanium	Gold	Silver
Keynote	✓	x	x	x	x
Conference session	2	1	1	x	x
Guaranteed Demo Ground slots	2/day	1/day	1/day	x	x
Display Spaces	Throughout venue	Dependent on option chosen	Dependent on option chosen	Dependent on option chosen	Dependent on option chosen
Conference Option	Conference Mobile App, Coffee Cart or Conference Dinner	Conference Mobile App, Coffee Cart or Conference Dinner	Agenda, Demo Ground, Welcome Reception, Chill-out Lounge, Conference Dinner Wine, Lunch or Tea Break	Agenda, Demo Ground, Welcome Reception, Chill-out Lounge, Conference Dinner Wine, Lunch or Tea Break	x
Logo on conference item	Bag, lanyard, badge, notepad or pen	Bag, lanyard, badge, notepad or pen	Bag, lanyard, badge, notepad or pen	x	x
Branded collateral in Conference Bag	✓	✓	✓	✓	✓
Booth	6 x 2.4m	6 x 2.4m	3 x 2.4m	3 x 1.8m	3 x 1.8m
Complimentary Conference Registrations	6	4	3	2	2
Post conference sponsorship	12 months	6 months	3 months	3 months	x
Webinars	2	1	1	x	x
Email blasts	3	1	x	x	x
Banner ad on NZOUG web site	12 months	6 months	3 months	x	x