

## Sponsorship, Posters and Displays at Events

### Introduction

This note sets out a general policy for Bioenergy Association events in relation to sponsorship opportunities and the arrangements for posters and displays<sup>1</sup>. Sponsorship opportunities are for Members, Event Supporters, and Association Affiliates.

The Bioenergy Association may host an event in association with other parties or alone. At each event there are opportunities for products and services promotion, displays, information dissemination. There will be some sponsors who wish to support the event by assisting with financial contributions. Obtaining sponsorship for an event assists the Association to keep registration fees low or allows for the costs of an international speaker. Profiling members is one of the important activities for the Association, we use events and publications to allow member logo placement where appropriate. The Association is also keen to promote its affiliations with like-minded associations. The positioning of logos and the degree of exposure will depend on the level of financial support paid. **All fees shown are GST exclusive.**

### Sponsorship Opportunities

Sponsorship of events is an opportunity for to show support for the event and for association Members to be 'seen' as key players in the bioenergy sector. There are a number of sponsorship opportunities available for members, affiliates and non-members as seen in Tables 1, 2 and 3 below:

**Table 1: Sponsorship fee levels for Members and Non-members**

Sponsorship Type	Fees (Plus GST)	Details
<b>Platinum</b> Event sponsor	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>4 free attendees</li> <li>Logo on the event documentation in a prominent location</li> <li>Free opportunity for a banner adjacent to the stage</li> <li>Free opportunity for a display and unlimited handout material</li> </ul>
<b>Gold</b> Event sponsor	<b>\$3,000</b>	<ul style="list-style-type: none"> <li>3 free attendees</li> <li>Logo on the event documentation in a prominent location</li> <li>Free opportunity for a banner adjacent to the stage</li> <li>Free opportunity for a display and unlimited handout material</li> </ul>
<b>Silver</b> Event sponsor	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>2 free attendees</li> <li>Logo on the event documentation in a prominent location</li> <li>Free opportunity for a display and unlimited hand out material.</li> </ul>
<b>Bronze</b> Event sponsor	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>1 free attendee</li> <li>Small logo on the event documentation with acknowledgement of event sponsorship.</li> <li>Free opportunity for a display and unlimited hand out material.</li> </ul>
<b>Event supporter</b>	\$600 (member) \$700 (non member)	<ul style="list-style-type: none"> <li>Small logo on the event documentation with acknowledgement as an event supporter.</li> <li>Free opportunity for a display</li> </ul>
<b>Session sponsor</b>	\$1000 (member) \$1200 (non member)	<ul style="list-style-type: none"> <li>1 free attendee</li> <li>Small logo on the event documentation with acknowledgement of sponsorship of specified session.</li> <li>Free opportunity for a display and unlimited hand out material</li> </ul>
<b>Drinks sponsor</b>	\$600 (member) \$700 (non member)	<ul style="list-style-type: none"> <li>Small logo on the event documentation;</li> <li>Logo placement on drinks table with acknowledgement of sponsorship.</li> <li>Free opportunity for a display</li> </ul>
<b>Break Sponsor</b> (Morning, Lunch, or Afternoon tea)	\$600 (member) \$700 (non member)	<ul style="list-style-type: none"> <li>Small logo on the event documentation;</li> <li>Logo placement on food and drink tables with acknowledgement of sponsorship.</li> <li>Free opportunity for a display</li> </ul>

<sup>1</sup>It should be noted that each event is different and these general instructions are subject to change.

**Table 2: Placement of profiling material in event attendee packs**

Promotion	
\$50 (member) \$75 (non member)	<ul style="list-style-type: none"> <li>Placement of <b>1 item</b> in an event attendee pack.</li> </ul>
\$100 (member) \$150 (non member)	<ul style="list-style-type: none"> <li>Placement of <b>more than 1</b> item in an event attendee pack.</li> </ul>

Separate to any sponsorship arrangements Gold and Silver Members will have their membership levels acknowledged free of charge at the event. This is done by showing their logos on a screen saver between event sessions and, where possible, in promotion material and any event publications. Gold and Silver members will also have first right of refusal to sponsor any event material or activity.

The visible support of Bioenergy Association events by Affiliates is also welcomed as shown in Table 3 below.

**Table 3: Sponsorship fee levels for Affiliates**

Fees	Details
none	<ul style="list-style-type: none"> <li>Logo on the event documentation in a prominent location</li> <li>Free opportunity for a banner adjacent to the stage</li> <li>Free opportunity for a display</li> </ul>

## Poster and Displays

Table 4 shows the minimum fees applicable for displaying material at an event. Display boards and tables are usually free if ordered ahead of time. Should a cost be levied at the event location, the Bioenergy Association will pass on the cost to the sponsor. Please contact the Association Event Organiser for conditions pertaining to displaying material at an event. No charge will apply to sponsors who are able to provide their own stands or display boards.

**Table 4: Poster and Display fees**

Fees	
Bioenergy Association Members	\$400 (plus GST)
Non members	\$600 (plus GST)
Affiliates	No charge
Event speakers	No charge
Gold, Silver and Bronze event sponsors	No Charge

## Allocation of Display Stands and Tables

Poster and display locations will be allocated on a first-come-first-served basis. When registering for an event please ensure that you:

- indicate on the registration form that you wish to have a poster or display at the event.
- contact the Event Organiser to arrange how to do so.
- the Event Organiser will advise availability of stands and displays and their dimensions.

The Event Organiser will advise where stands and tables can be set up at the event location taking into account the overall benefits to each display and the event as a whole. However, if there are any potential or real conflicts between displays the Event Organiser will intervene and make any reallocation decisions. The Association is not responsible for any losses or damage to materials used in posters and displays.

## Non-Members - Opportunities

The Association is always keen to engage with potential new members and is happy to receive requests for sponsorship opportunities from non-Members. The cost to non-Members for sponsoring or displaying at an event generally incurs a 50% surcharge, so membership can be a means of reducing the costs of promotion.

## Contact Us

Please contact [admin@bioenergy.org.nz](mailto:admin@bioenergy.org.nz) if you are interested in sponsorship opportunities.