

**NZIIA CONFERENCE 2025**  
**PROSPERITY | SECURITY | VALUES**  
NEW ZEALAND'S FOREIGN AND  
TRADE POLICIES IN CONTESTED SPACES

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CONFERENCE  
SPONSORSHIP  
PROSPECTUS

## TĒNĀ KOUTOU / WELCOME

The New Zealand Institute of International Affairs (NZIIA) welcomes you to our flagship national conference in Wellington on Tuesday 17 June 2025.

We are an independent, non-governmental organisation fostering expert discussion and understanding of international issues and emerging trends, particularly as they relate to Aotearoa New Zealand.

The Institute is a registered charitable society. Established in 1934, NZIIA encourages understanding of international issues so that New Zealanders are better informed, gain different perspectives and have greater connections to the outside world. It exists for the long-term political, social, economic and environmental wellbeing of Aotearoa New Zealand.

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

# NZIIA CONFERENCE 2025

## PROSPERITY | SECURITY | VALUES

NEW ZEALAND'S FOREIGN AND TRADE POLICIES IN CONTESTED SPACES

### ABOUT THE CONFERENCE

The NZIIA national conference 2025 aspires to be the premier public event for international affairs in Aotearoa New Zealand. It provides a platform for experts from Government, business, academia, and non-Government organisations both from New Zealand and overseas to discuss the most important international affair issues of our times.

The conference theme focuses on a global shift in which economic relationships are reassessed in light of increased geopolitical competition in a more security-conscious, fragmented and less stable world. This was one of the three key strategic shifts in international affairs identified by the New Zealand Ministry of Foreign Affairs and Trade in its 2023 Strategic Assessment, and it is a key driver for New Zealand foreign and trade policy formulation.

Through keynote addresses and a series of discussion panels, the conference will address the above overarching theme and a series of sub-themes, including the effects of a shift from economics to security on:

- 🎧 **Direction of New Zealand foreign policy**
- 🎧 **Reshaping the international system**
- 🎧 **International trade and investment**
- 🎧 **Sustainability and climate change**
- 🎧 **Defence and national security**
- 🎧 **Engaging with the Pacific region**
- 🎧 **Applying matauranga Māori to foreign and trade policies**
- 🎧 **New Zealand's perceptions of Asia**
- 🎧 **Rapid technological change and its effects on international relations**
- 🎧 **New Zealand in World Affairs – trends over the past two decades and solutions for the future.**

The conference will build upon the Institute's reputation for fostering expert discussion and understanding of international affairs, especially as they relate to New Zealand. It aims to meet the high professional standards of previous NZIIA conferences, which have contributed significantly to public discourse on international affairs through keynote addresses from senior New Zealand and international ministers, officials, business leaders, academics, and more.

The conference will be hybrid, aiming for 300+ attendees. Most speakers will be in -person, with some joining digitally.



**300  
ATTENDEES  
IN 2023**

## THE ATTENDEES

Delegates are expected to attend the conference from Government, business, academia, think tanks and Non-Governmental Organisations from New Zealand and overseas. The audience will be people working in and studying international affairs (broadly defined) and includes senior executives from the private and public sectors, ministers, leading academics and more.

**At the Institute's last conference in 2023, there were approximately 300 attendees, including from the following organisations:**

- AJV Global
- Anita Perkins Consulting
- Asia New Zealand Foundation
- Auckland Council
- Auckland High Court
- Auckland Law School
- Australian High Commission
- Australian Institute of International Affairs
- Barrister
- Beef + Lamb NZ
- British High Commission
- C Why International Ltd
- Centres of Asia-Pacific Excellence
- Centre For Strategic Studies, Te Herenga Waka Victoria University of Wellington
- Conservation International
- Consulate of Colombia in Auckland
- Consulate of the Rep. of Poland
- Consulate of Japan
- Consulate of Peoples' Republic of China
- Cook Islands High Commission
- Council for International Development
- Department of Internal Affairs
- Department of Prime Minister & Cabinet
- Easy Crypto
- Economist Intelligence Unit
- Edmund Hillary Fellowship
- Embassy of France
- Embassy of Germany
- Embassy of Hungary
- Embassy of Ireland
- Embassy of Israel
- Embassy of Japan
- Embassy of Switzerland
- Embassy of the People's Republic of China
- Embassy of The Republic Of Indonesia
- Encore Translations
- Engineering New Zealand
- European Union Delegation to New Zealand
- Fiji Trade Commission to New Zealand
- Fonterra
- French Ministry for Europe and Foreign Affairs
- Global Island Partnership
- High Commission of Canada
- High Commission of Fiji
- High Commission of India
- High Commission of Pakistan
- Honey Consulting Ltd
- Hui E! Community Aotearoa
- Human Rights Commission
- Independent Scholar
- Institute of Directors
- Institute of International Studies (IIS), Universitas Gadjah Mada
- International IDEA
- Japanese Society of Auckland Inc.
- Kanukanui Honey Ltd
- Koi Tū: Centre for Informed Futures
- Konrad Adenauer Stiftung
- Kiwibank
- Kyodo News
- Māori Tourism
- Massey Coates Limited
- Massey University
- Meredith Connell
- Michael Webb - Barrister
- Migrant Workers Association Aotearoa
- Ministry of Business, Innovation & Employment
- Ministry Of Education
- Ministry of Foreign Affairs and Trade
- MinterEllisonRuddWatts
- New Zealand Asia Institute
- New Zealand Centre for Global Studies
- New Zealand China Council
- New Zealand Defence Force
- New Zealand G2G

- New Zealand Herald
- New Zealand Institute of International Affairs
- New Zealand Parliament
- Newsroom
- Ngāti Whātua Ōrākei
- Nicholson Consulting
- NZ G2G
- NZ US Council
- Office of The Clerk of The House of Representatives
- Office of The Ombudsman
- OpinioNative
- Orb360
- Pacific Cooperation Foundation
- Pagani Agency
- Pamuzinda Productions
- Pattillo Limited
- Peloria Insights
- Productivity Commission
- Public Policy Institute, University of Auckland
- Radio New Zealand
- Reuters
- Royal Society Te Apārangi
- S. Rajaratnam School of International Studies
- Senateshj
- Shanghai Jiaotong University
- Singapore High Commission
- Study Plus NZ
- Stuff News
- Sustainable Business Council
- Teamsnz
- Te Herenga Waka Victoria University of Wellington
- The Boeing Company
- Thinkbird
- Thomson Reuters
- Tracey Epps Consulting
- Tranzliquid
- Tutulumanulagi
- U.S. Department of State
- U.S. Embassy Wellington
- U.S. National Security Council
- UK in a Changing Europe
- UKM
- UNICEF Aotearoa New Zealand
- Universidade Do Vale Do Itajaí
- University of Auckland
- University of Canterbury
- University of Otago
- University of Waikato
- WE Mana Outsourcing
- Wellington City Council
- WillenkNZ

**The following job titles attended the previous conference in 2023:**

- Acting Consul General
- Adjunct Senior Fellow
- Administrator
- Advisor - Climate Change and Environment
- Advisor Lean, Digital & Sustainability
- Advisor, Strategic Projects and International Engagement
- Ambassador
- Ambassador For Indo-Pacific
- Americas Manager
- Assistant Director
- Assistant Secretary of State
- Associate Dean Postgraduate Research
- Associate Director Research Impact
- Associate Professor
- Barrister
- Business Advisor
- Business Graduate
- CEO
- CEO & Co-Founder
- CEO, Founding Partner
- Chair
- Chief Advisor
- Chief Executive
- Chief Of Protocol
- Chief Of Staff
- Commander/Royal New Zealand Navy Joint Force Headquarters.
- Commercial & Marketing Executive
- Commercial Manager, Sustainable Food Systems
- Consul
- Cook Islands Programme Manager
- Counsellor
- Crown Prosecutor
- Cyclone Recovery: Performance and Reporting Lead
- Deputy Chief of Mission
- Deputy Director
- Deputy Director Auckland
- Deputy Editor
- Deputy Secretary
- Digital Media Specialist
- Director
- Director Advocacy & Programmes
- Director Auckland
- Director For Asia and The Pacific Regional Program
- Director For the Pacific Islands
- Director Future Force Development
- Director, Office of Australia, New Zealand, And Pacific Islands
- Divisional Manager
- Divisional Manager, Strategy and Performance Division
- Editor
- Editor At Large
- Education Director
- Equal Employment Opportunities Commissioner
- Executive Director
- Export Services Manager
- First Secretary
- Foreign Affairs Minister
- Foreign Policy Officer
- Founder
- Head of Communications & Engagement
- Head of International Programmes
- Head Of Political Section

- Head Of School People Environment And Planning
- Head Of Strategic Communications
- Head, Centre for Asian Studies
- High Commissioner
- Honorary Consul
- Innovation Investment
- International Contracts Co-ordinator
- International Lawyer & Trade Policy Consultant
- International Programmes Manager
- Interpreter
- Judge
- Kaiatawhai Raraunga Māori
- Kaiwhakahaere Matua | Chief Executive
- Lead Adviser (Human Rights)
- Lead Adviser, Strategy & Policy
- Lecturer
- Life Member
- Manager
- Manager Strategic Policy
- Managing Editor
- Marine And Heritage Director
- Media Manager
- Member Of Parliament
- National Affairs Editor
- National Vice-chair
- New Zealand Desk Officer
- Operator
- Opposition Spokesperson for Defence
- Partner
- Phd Candidate
- Policy Adviser
- Policy Officer
- Political Adviser
- Political Coordinator
- Political Staff
- Political-military Officer
- Postgraduate Student
- President
- Principal
- Principal Advisor
- Product Manager
- Professor
- Professor Emeritus
- Programme Coordinator
- Programme Manager
- Programme Manager, Pacific Development
- Project Manager
- Regional Director, Global Business Development
- Reporter
- Research Consultant
- Second Secretary
- Sector Programmes
- Senior Advisor
- Senior Advisor International Development and Engagement
- Senior Advisor Māori Engagement
- Senior Agricultural Analyst - Off Farm
- Senior Correspondent
- Senior Fellow
- Senior International Relations Advisor
- Senior Inter-Parliamentary Relations Advisor
- Senior Journalist
- Senior Lecturer
- Senior Policy Officer
- Senior Political Correspondent
- Senior Programme Coordinator
- Senior Solicitor
- Senior Trade Policy Advisor (Environment)
- Solicitor
- Special Adviser to Deputy Secretary Pacific And Development
- Staff Writer
- Strategic Foresight Manager
- Student
- Teacher
- Trade Strategist
- Unit Manager Organisational Resilience
- Vice Consul General
- Vice-President



## PREVIOUS NZIIA CONFERENCES

### Quotes from previous sponsors, speakers and attendees:

It was one of the best conferences I have been to.

*Partner, public affairs consultancy*

I would like to congratulate you on the event last Thursday. It was excellent! I have attended many similar events in Washington DC and New York City, and the event organized by NZIIA was one of the best in my career.

*Business Development Executive*

Thanks very much for the work in the lead up – the Minister was really pleased to attend and be part of it. I've only heard positive feedback from the event, well done on lining up such an impressive suite of speakers and panelists!

*Private Secretary, New Zealand Government*

Our enormous thanks to you and the team, for your coordination, your comprehensive advice, and your patience with our processes – we really appreciated it here.

*Senior Policy Officer, New Zealand Government*

Thank you for the invitation and the opportunity to attend such a prestigious event. I learnt a lot from the conference and am very happy to meet you and many great individuals from various institutions.

*Professor at an international university*

It was wonderful to be involved — thanks again for the invitation and congratulations on a brilliant conference.

*Professor at a New Zealand university*

An excellent and informative forum that sparked quite a bit of thought and conversation.

*Regional Director, US-based multinational company*

It was an excellent conference.

*Deputy Secretary, New Zealand Government*

### QUANTITATIVE FEEDBACK FROM THE 2023 POST-EVENT SURVEY:

- 49% of survey respondents rated the conference as 'excellent' and 43% ranked it as 'very good.'
- 57% of survey respondents thought the conference was 'extremely organised' and 39% said it was 'very organised.'

## BENEFITS TO YOUR ORGANISATION:

- Exposure to senior decision makers in business, Government, tertiary education and non-Government Organisations
- Encourage expert discussion, understanding and the formation of solutions for the most pressing international issues facing Aotearoa New Zealand
- Generate brand awareness and organisational profile
- Showcase products or services, including via exhibition space
- Demonstrate thought leadership, including via white papers or audio-visual materials delivered directly to delegates

## PREVIOUS KEYNOTE SPEAKERS



**Rt Hon Winston Peters**  
New Zealand Deputy Prime Minister and Minister of Foreign Affairs



**Dame Jacinda Ardern GNZM**  
Prime Minister of New Zealand



**Dr Kurt M. Campbell**  
US National Security Coordinator for the Indo Pacific



**Hon Fiamē Naomi Mata'afa**  
Samoa Deputy Prime Minister



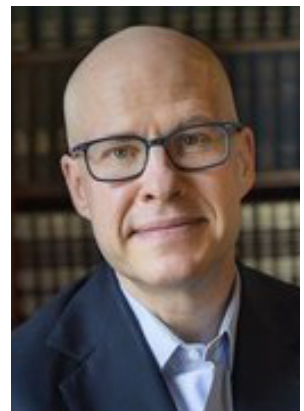
**Daniel Kritenbrink**  
United States Assistant Secretary of State



**Hon Sitivini Rabuka**  
Prime Minister of Fiji



**Hon Nanaia Mahuta**  
New Zealand Minister of Foreign Affairs



**Max Boot**  
Historian and Commentator



## SPONSORSHIP OPPORTUNITIES

Sponsorship packages	Gold sponsor	Silver sponsor	Session sponsor	Speaker sponsor	Exhibitor
<b>Maximum number of sponsors</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>8</b>	
<b>Sponsorship amount required (NZ\$ exc GST)</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>All costs assoc. with a speaker (travel/ expenses etc.)</b>	<b>\$5,000</b>
Exhibition space (optional)	6m x 2.5m	3m x 2.5m	2.5 x 2.5m	2.5 x 2.5m	2.5m x 2.5m
Number of complimentary tickets to the conference	6	4	1 (+1 speaker FOC)	1 (+1 speaker FOC)	1
Opportunity to purchase additional conference tickets at the discounted NZIIA member rate.	✓	✓	✓	✓	✓
<p>Sponsor name and logo to feature prominently on conference:</p> <ul style="list-style-type: none"> <li>• Website</li> <li>• Advertising Material</li> <li>• Pull Up Banner</li> <li>• Conference App</li> </ul> <p>Note: Logo size and placement based on Sponsorship level – Gold will appear the largest, silver slightly smaller and panel sponsor logos will only be applied to information about specific panels. Only sponsorship which is agreed before going to print (22/05/2025) will be included.</p> <p>Finished artwork is to be provided by the sponsor.</p>	✓	✓	✓	✓	✓
Sponsor name and logo to appear on conference slides during the event	✓	✓	✓		
Sponsor name and logo to appear on the speaker/panel discussion slide			✓	✓	
Partner message of 250 words included in the event programme (text to be supplied by the sponsor and subject to approval by NZIIA)	✓				
Freestanding banner to be placed in the plenary room (banner to be supplied by the sponsor)	✓				

Sponsorship packages	Gold sponsor	Silver sponsor	Session sponsor	Speaker sponsor	Exhibitor
Option to propose a keynote speaker for a 45 minute presentation (nb. final decisions on conference content are made by NZIIA. Charges relating to providing a speaker are at sponsor's additional cost).	✓				
Option to propose a panel speaker (nb. final decisions on conference content are made by NZIIA. Charges relating to providing a speaker are at sponsor's additional cost).	✓	✓	✓	✓	
Vox pop film interview of organisation's spokesperson to appear on the conference highlights reel – posted on Conference website and NZIIA social media feeds including YouTube. Content subject to final approval by NZIIA.	✓				
A push notification to all attendees via the Conference App. This includes a logo/image, a short statement and a hyperlink to be provided by sponsor (for example, links to Whitepapers, product/ service information etc).	2	1			
Public acknowledgement of support in conference speeches by the Chair and Executive Director.	✓	✓			
Social media posts which recognise conference sponsorship on NZIIA social media channels, using pre-agreed content, links and imagery etc. To include Twitter, LinkedIn, Facebook and Instagram	3 on each NZIIA channel	2 on each NZIIA channel	1 on each NZIIA channel		
Complimentary institutional membership of NZIIA for the 2025 calendar year (if not already a member). Benefits include exclusive event invites and complimentary or heavily discounted tickets to other paid-for events; copies of <b>New Zealand International Review</b> .	✓	✓	✓		



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

In addition to the Gold, Silver, Panel, Speaker and Exhibitor Packages, there are a wide variety of additional opportunities to associate your organisation with the conference through the following functions and items.

All amounts are quoted in New Zealand Dollars and exclude GST. All signage, banners and finished artwork must be provided by the sponsors by the agreed deadline.

	Amount NZ\$ exc GST
<p><b>NZIIA INTERNATIONAL AFFAIRS MASTERCLASSES</b></p> <p>Providing approximately 20 university students the opportunity to attend a series of talks and discussions on 11 June, and attendance at the conference itself on 17 June. Includes student travel and accommodation.</p>	<b>\$15,000</b>
<p><b>POST-CONFERENCE NETWORKING FUNCTION</b></p> <p>All conference attendees are invited to a networking function at the conclusion of the conference (17 June). The sponsor would get recognition on the conference website and app and signage in the room during the networking function.</p>	<b>\$12,000</b>
<p><b>NEW ZEALAND IN WORLD AFFAIRS</b></p> <p>Sponsor the launch event for a new NZIIA flagship book publication 'New Zealand in World Affairs'. This edited volume charts the past two decades of New Zealand's relations with the outside world. Launch event to feature a VIP speaker and moderated discussion with book contributors, followed by drinks reception.</p>	<b>\$8,000</b>
<p><b>CONFERENCE LUNCH</b></p> <p>Lunch breaks are an integral part of the conference networking and provide an additional opportunity for delegates to be informed. Benefits of sponsoring a lunch break include:</p> <ul style="list-style-type: none"> <li>• Your sponsorship will be acknowledged via the Conference App and website</li> <li>• Your signage or freestanding upright banner will be displayed prominently in the lunch area</li> </ul>	<b>\$5,000</b>
<p><b>POWER BANKS/POWER BOARDS</b></p> <p>Opportunity to provide each delegate with a branded power bank/power board to recharge their phones. They often need these as they are constantly on their phones discussing the conference via the App:</p> <ul style="list-style-type: none"> <li>• You will provide a power bank for each delegate.</li> <li>• Your sponsorship will be acknowledged via the Conference App and website.</li> </ul>	<b>\$2,500</b>
<p><b>CONFERENCE NAME BADGES AND LANYARDS</b></p> <p>Benefits of sponsoring the name badges and lanyards:</p> <ul style="list-style-type: none"> <li>• Your company name and logo displayed prominently on these items</li> <li>• Your sponsorship will be acknowledged via the Conference App and website.</li> </ul>	<b>\$4,000</b>
<p><b>WATER BOTTLE SPONSOR</b></p> <p>Benefits for sponsoring water bottles for the conference:</p> <ul style="list-style-type: none"> <li>• Bottles to be provided by the sponsor.</li> <li>• To be environmentally friendly, water coolers will be throughout the venue for refilling.</li> </ul>	<b>\$2,500</b>
<p><b>BARISTA COFFEE MACHINE</b></p> <p>Benefits of sponsoring the Barista are:</p> <ul style="list-style-type: none"> <li>• Your signage or banner will be prominently displayed by the coffee machine</li> <li>• Your sponsorship will be acknowledged via the Conference App and website.</li> </ul> <p>Reusable cups preferred otherwise eco-friendly branded coffee cups at an additional cost to the sponsor</p>	<b>\$4,000</b>

## EXHIBITION SPACE DETAILS

Sponsors are welcome to exhibit products and services in dedicated exhibition space throughout the conference. Emphasis will be placed on ensuring that conference attendees frequently visit the exhibition area. The exhibition floor will ensure good visibility, access to all spaces and maximum foot traffic. To help ensure this, catering will be served at strategic points throughout the exhibition area.

**Pack in for exhibitors:** details to be provided at a later date.

### INCLUSIONS

- 🔊 open floor space, as per the size noted in the sponsorship package entitlements table above, where you will be able to set up banners etc.
- 🔊 1x 10 amp 4-way power supply
- 🔊 1x mini trestle table
- 🔊 2x padded stacker chairs

### EXHIBITION FLOORPLAN

Floorplan is to be advised once allocations are made.



# SPONSOR AND EXHIBITOR TERMS AND CONDITIONS

By confirming your sponsorship or exhibition at the New Zealand Institute of International Affairs (NZIIA) conference 2025, and paying a fee (Sponsorship/Exhibition Fee), you (the Sponsor/Exhibitor) are entering into an Agreement with NZIIA and agree to the following terms and conditions:

## GENERAL TERMS AND CONDITIONS

### 1. Confirmation of the Sponsorship or Exhibition

- 1.1 All Bookings must be made using the NZIIA conference Application Form and will be confirmed within 3 business days via a confirmation e-mail.
- 1.2 Subletting of space will not be permitted.
- 1.3 NZIIA reserves the right of refusal of any application.

### 2. Payment Terms

- 2.1 The full cost of sponsoring or exhibiting will be invoiced once the confirmation form is received.
- 2.2 Payment is required within 20 business days of the invoice or before the start of the conference, whichever is sooner. If there are unforeseen delays in payment, sponsors are encouraged to communicate promptly to avoid disruption to sponsorship benefits. NZIIA will work with sponsors to resolve payment issues in good faith.
- 2.3 All monies are to be paid in New Zealand dollars (NZ\$).
- 2.4 The Sponsorship/Exhibitor Fee does not include insurance, cleaning, loading and handling of equipment, staff, telephones, exhibit equipment, or company advertising or promotional material.
- 2.5 The exhibitor entitlements begin once payment has been received.

### 3. Cancellations

- 3.1 All cancellations must be submitted in writing and sent to Marleen Goedhart at [events@iconevents.co.nz](mailto:events@iconevents.co.nz)
- 3.2 Cancellations must be submitted in writing. If cancellation occurs after 1 May 2025, partial refunds will be offered based on the proportion of sponsorship benefits already delivered. In the case of event cancellation due to unforeseen circumstances (natural disaster, pandemic, etc.), NZIIA and the sponsor will negotiate a fair refund or the option to roll over sponsorship to the following year's event.

### 4. NZIIA's Right of Termination

- 4.1 NZIIA shall have absolute discretion to give notice in writing to cancel the conference and/or to terminate the Sponsorship or Exhibition.
- 4.2 Termination by NZIIA or the sponsor requires a 10-business day notice period. In cases where the event is canceled due to unforeseen circumstances, sponsors will be refunded any unused portion of their sponsorship fee. Both parties will work in good faith to minimize any adverse impact on the sponsor's investment in the event

### 5. Liability and Insurance

- 5.1 Sponsors are encouraged to ensure adequate insurance coverage for their participation in the event. While NZIIA takes all reasonable precautions to safeguard sponsor materials and assets, sponsors will bear responsibility for the security of their exhibits and personnel. Both parties will work collaboratively to resolve any issues that arise during the event.
- 5.2 Neither NZIIA nor the conference provides insurance for the benefit of Sponsors or Exhibitors. Exhibitors who wish to carry insurance on their property or for any other purpose must do so at their own expense.

## **6. Privacy**

- 6.1 NZIIA will comply with the Privacy Act 1993. In the course of this Agreement the Organising Committee may collect personal information. Information collected will only be used for the purposes of conducting the conference or for communicating with attendees after the conference has concluded (where communications are by electronic means NZIIA will only communicate with those persons who have consented to receiving commercial electronic messages from NZIIA).
- 6.2 Personal information will only be kept for as long as it is required to conduct conference business. We will only pass your information to official third party contractors, conference attendees and NZIIA for the purpose of assisting you with your Sponsor/Exhibition participation. We take all reasonable steps to ensure that information (including personal information) collected by NZIIA is securely stored and protected.
- 6.3 Persons have the right to access and request correction of their personal information held by us. Requests to access and or request correction of personal information should be sent to NZIIA at the address provided at the front of this Agreement.

## **7. General**

- 7.1 These terms and conditions are governed by the laws of New Zealand.
- 7.2 Alterations to terms and conditions: NZIIA reserves the right to alter these terms and conditions at any time and for any reason with the consent of both parties.
- 7.3 NZIIA may at any time in the interests of the good management or safety of the conference, introduce further Terms and Conditions to this Agreement as they may, in their discretion think fit.
- 7.4 If any part of this Agreement is found to be invalid or of no force or effect under the law, the Agreement shall be construed as though such part had not been inserted herein, and the remainder of this Agreement shall remain in full force and effect.
- 7.5 The description headings to these Terms and Conditions are merely for reference and do not form part of the Agreement between parties.

## **EXHIBITION TERMS AND CONDITIONS**

### **8. Allocation of Booths**

- 8.1 Booths will be allocated the highest level of sponsorship first, then on a 'first come, first served' basis.
- 8.2 NZIIA reserves the right to amend the floorplan or alter the exact location of the booths within the floor plan. To accommodate sales, NZIIA will endeavour to consult with the exhibitors who are directly affected whenever possible and the Sponsor/Exhibitor undertakes to agree to such alteration(s).

### **9. Booth Space Specifications**

- 9.1 Booth Space:  
Gold: 6m x 2.5m; Silver: 3m x 2.5m; Session/Speaker/Exhibitor: 2.5m x 2.5m
- 9.2 Booth Inclusions:
  - 1 x mini trestle table
  - 1 x 10 amp 4-way power supply per stand
  - 2 x padded stacker chairs

### **10. Pack IN and Pack OUT**

- 10.1 Pack IN: TBC. Due to Health and Safety requirements Exhibitors will not be granted access to the exhibition area prior to this time.
- 10.2 Pack OUT: Tuesday 17 June, after the networking function, approx. 6.30pm TBC.

- 10.3 You may not dismantle your booth until after the conference closes; Exhibitors must not disrupt the conference by dismantling early.
- 10.4 There is NO storage space at the conclusion of the event. ALL boxes and equipment must be removed prior to 6.30pm or networking closure.

## **11. Exhibitor Obligations**

- 11.1 It is the Exhibitors responsibility to educate attendees about the industry/product/service they represent in the most positive, competent, articulate and professional manner possible. Business casual attire is appropriate (we recommend wearing comfortable shoes).
- 11.2 Alcohol, illegal drugs, smoking, disruptive and/or disrespectful behaviour are prohibited.
- 11.3 Registration: All Exhibition staff must register and pay the appropriate fee to attend the conference. Non registered staff may be refused entry to the conference.
- 11.4 No "Booth Buddies": Booth Buddies are people (family, friends, business partners, colleagues, associates, etc.) who are not registered to exhibit at the conference but base themselves at or near the Exhibitor's booth with the intention of selling products or services. Booth Buddies are not permitted at the conference.
- 11.5 General: The Exhibitor must ensure that:
  - (a) the booth is fully staffed and continually kept open throughout the course of the conference hours;
  - (b) walkways are kept clear at all times;
  - (c) the space is kept clean and tidy and free from rubbish at all times;
  - (d) business is conducted in an appropriate manner from the booth considering the Venue, Organising Committee, other Exhibitors and visitors.
- 11.6 Arrangement of displays: The Exhibitor is required to arrange their displays so as to not obstruct the general view or conceal other exhibits. No signs or banners are to be placed outside of the booth assigned to each Exhibitor.
- 11.7 Disturbance: Loud speakers, radios, televisions, Wi-Fi broadcast equipment or the operation of any machinery or equipment which is of sufficient volume to be distracting to neighbouring Exhibitors or conference attendees are not permitted. Public address systems used to attract the attention of visitors passing near the Exhibitor's booth are also not permitted.
- 11.8 Displaying Products: If the Exhibitor is displaying products or any material which is determined, in the Organising Committee's discretion, to be inappropriate, including, for example, materials that are offensive, disparaging or discriminatory, they will be asked to remove its products or exhibit.
- 11.9 Materials and Packing: All materials used in the exhibition must be non-flammable and non-conforming materials must be removed immediately from the Venue. All packing containers are to be removed from the exhibition floor.
- 11.10 Couriers and transportation of equipment etc. The Exhibitor is responsible for arranging couriers and transportation of exhibition equipment and exhibits to and from the conference.
- 11.11 Responsibility for loss/damage if caused: The Exhibitor will be solely responsible for the cost of remedying any damage and repairs whoever caused to the venue carpet, walls, floor and all property damaged or destroyed by an Exhibitor must be replaced to its original condition at the expense of the Exhibitor.

## 12. Health & Safety Obligations

- 12.1 All exhibitions must meet the current Health & Safety at Work Act 2015.
- 12.2 Exhibitors must, at all times, comply with the venues regulations and policies including for example a strict no smoking rule and any other laws applying to the venue.
- 12.3 The Exhibitor will abide by, and notify its employees, agents, contractors, subcontractors, invitees and licensees of the Venue's health and safety plans. Exhibitors must comply with all reasonable direction of the Venue Operator.
- 12.4 The Exhibitor shall not bring into the venue any dangerous goods, except with the prior written approval of NZIIA. The Exhibitor shall at all times comply with all statutory requirements as to safety, including without limited the generality of the foregoing, the storage and handling of dangerous goods. All exhibits must be properly protected to avoid danger to any person.

## 13. Failure to Perform

- 13.1 If the Exhibitor is unable or unwilling to comply with this Agreement or otherwise breaches it, NZIIA may terminate the Agreement by providing written notice. The Organising Committee may then retain any payment made by the Exhibitor as liquidated damages. The Exhibitor will be prohibited from occupying the booth or providing sponsorship and must immediately remove their exhibits from the conference in accordance with NZIIA's instructions. Should the Exhibitor fail to do so, NZIIA may remove and dispatch the exhibits to the Exhibitor's address listed in this Agreement, without liability for any loss or damage incurred in transit. The Exhibitor will be responsible for all removal costs.

## 14. Security

- 14.1 The building will be locked overnight when the building is unattended.
- 14.2 The Exhibitor is responsible for its own property:  
The property of the Exhibitor is deemed to be under its custody, control and oversight at all times, including in transit to and from the conference and within the confines of its booth. The booth, materials, displays and equipment should not be left unattended at any time. The Exhibitor is wholly responsible for the security of its materials during set up, conference hours and pack out/ dismantling.

## ACCEPTANCE

The Sponsor/Exhibitor has read the terms and conditions and understands that this agreement is legally binding between NZIIA and the Sponsor/Exhibitor.





# APPLICATION FORM

## TO SPONSOR OR EXHIBIT AT THE NZIIA CONFERENCE

Complete and email this form to:

**Icon Conference and Event Management Ltd** at [events@iconevents.co.nz](mailto:events@iconevents.co.nz)

A tax invoice will be supplied.

Organisation:

Exhibition name (Fascia name):

Main point of contact:

Job Title:

Email:

Phone number:

Additional contacts (Name and email):

### **Please confirm my booking for:**

Gold Sponsor (\$30,000 exc. GST)

Silver Sponsor (\$20,000 exc. GST)

Session Sponsor (\$15,000 exc. GST)

Speaker Sponsor - All costs associated with a speaker (travel, expenses)

Exhibitor (\$5,000 exc. GST)

Would you like a exhibition space at the conference? Yes      No

### **Additional Opportunities:**

Post-conference Networking Function (\$12,000 exc. GST)

New Zealand in World Affairs Book Launch (\$8,000 exc. GST)

NZIIA International Affairs Masterclass (\$15,000 exc. GST)

Conference Lunch (\$5,000 exc. GST)

Power Banks/Boards (\$2,500 exc. GST)

Conference Name Badges/lanyards (\$4,000 exc. GST)

Water Bottle (\$2,500 exc. GST)

Barista Coffee Machine (\$4,000 exc. GST)

Sponsored News (\$500 exc. GST)

### **Payment method:**

Invoice

Credit card (We will contact you by phone for your credit card details)

### **Invoice Details (if required)**

Postal Address:

City:

Country:

Purchase Order Number:

### **Signed on Behalf of Company**

Name:

Job Title:

Signature:

Date:

**FOR FURTHER INFORMATION**

or to discuss your sponsorship or exhibition needs, please contact Marleen Goedhart, Icon Conference and Event Management Ltd. on +64 (9) 930 6934 or [events@iconevents.co.nz](mailto:events@iconevents.co.nz) or Hamish McDougall, Executive Director of New Zealand Institute of International Affairs on 021 512 907 or [hamish.mcdougall@vuw.ac.nz](mailto:hamish.mcdougall@vuw.ac.nz)