



SPONSORSHIP PROSPECTUS

### OVERVIEW

Welcome to the Aotearoa New Zealand Cellular Agriculture Symposium 2025

Explore the forefront of innovation at New Zealand’s flagship Cellular Agriculture Symposium

(NZ CellAg 25), a one-day event dedicated to showcasing the latest advancements in cellular agriculture.

This year, we’ll provide an in-depth update on cultivated meat, seafood, and fruit, highlighting  
breakthroughs from around the world and the cutting-edge research happening here in New Zealand. Hear from four world-renowned international speakers, alongside leading New  
Zealand researchers, as they share insights into the science, challenges, and opportunities  
shaping this transformative field.

Join us for a dynamic day of thought-provoking talks, insightful panel discussions, and networking opportunities, as we bring together researchers, industry leaders, policymakers, and innovators to shape the future of cellular agriculture in New Zealand.

Date: Wednesday 9th April 2025  
Location: Nelson  
Registration Deadline: 24th March 2025

What to Expect

• Keynotes from global leaders in cellular agriculture.  
• Insights into New Zealand’s cutting-edge research in cultured meat, seafood, and fruit.  
• Panels exploring challenges and opportunities for scaling cellular agriculture locally and  
globally.

### CONFERENCE VENUE

Rutherford Hotel Nelson

Address: 27 Nile St West, Nelson 7010  
Phone: +64 3 548 2299  
Conference: Main Rooms 1 & 2

### CONTACT

Aotearoa New Zealand Cellular Agriculture

c/- Yvonne McDiarmid

Events & Sponsorship Manager

Plant & Food Research

120 Mt Albert Road

Auckland 1025

New Zealand

Email: [events@plantandfood.co.nz](mailto:events@plantandfood.co.nz)

Phone: (+64) 09 925 7042

### Major sponsorship packages

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Gold NZ$5,000 | | Silver  NZ$2,500 | | Bronze  NZ$1,750 | |
| **Acknowledgement** | | | | | | | |
| Acknowledged verbally at symposium opening/closing |  | | ü | | ü | | ü |
| **Logo & Name Inclusions** | | | | | | | |
| Logo on the conference website with link to the company’s website |  | | ü | | ü | | ü |
| Logo to be displayed on the sponsors’ slide at the conference |  | | ü | | ü | | ü |
| Logo featured on all conference e-newsletters and name tags |  | | ü | |  | |  |
| **Conference App** | | | | | | | |
| Advertisement via Banner Ad in Conference App (artwork to be supplied by sponsor) |  | | ü | |  | |  |
| Company logo displayed |  | | ü | | ü | | ü |
| **Conference Registrations** | | | | | | | |
| Includes: access to conference, day catering, evening drinks and nibbles |  | | 2 | | 1 | |  |
| **Sponsors’ Giveaway Table** | | | | | | | |
| Opportunity to provide flyer/item  on table |  | | ü 2 items | | ü 1 item | |  |

### Additional sponsorship opportunities

#### International Keynote Speakers (2 ONLY) NZ$2,500

* Naming rights to the sponsored keynote speaker’s address
* Opportunity to place a promotional flyer/item on the sponsors’ giveaway table
* Acknowledgement as a sponsor in the conference app
* Company logo on the conference website with a link to your homepage
* Acknowledgement on sponsors’ slide

**Day Catering NZ (1 ONLY) NZ$2,000**

* Naming rights for the full day catering (morning/afternoon tea and lunch)
* One standalone banner on display in the catering area (to be provided by sponsor)
* Acknowledgement as a sponsor in the conference app
* Company logo on the conference website with a link to your homepage
* Acknowledgment on sponsors’ slide

**Drinks & Nibbles Sponsor (1 ONLY) NZ$1,500**

* One standalone banner on display in the drinks & nibbles area (to be provided by sponsor)
* Verbal acknowledgement of sponsorship at the symposium closing
* Acknowledgement as a sponsor in the conference app
* Company logo on the conference website with a link to your homepage

#### Sponsors’ Giveaway Table – NZ$600

* Opportunity to place a promotional flyer/item on the sponsors’ giveaway table
* Acknowledgement as a sponsor in the conference app
* Company logo on the conference website with a link to your homepage
* Acknowledgment on sponsors’ slide

#### Conference Notepads and Pens – NZ$500

Sponsor to supply notepads & pens

* Pads and pens to be placed on the sponsors’ giveaway table
* Acknowledgement as a sponsor in the conference app
* Company logo on the conference website with a link to your homepage

### TAILORED PACKAGES

We would be delighted to assist in the development of a tailored package for your company if none of the listed opportunities suit your promotional activities.

If you would like to discuss a tailored sponsorship package please do not hesitate to contact Yvonne McDiarmid, Events & Sponsorship Manager, c/- Plant & Food Research, [events@plantandfood.co.nz](mailto:yvonne.mcdiarmid@plantandfood.co.nz) or (+64) 09 925 7042.

If you would like to become a sponsor please complete the Sponsorship/Exhibition Acceptance Form at the end of this document and email to [events@plantandfood.co.nz](mailto:events@plantandfood.co.nz)

NZ CellAg 25 - GENERAL INFORMATION

All prices quoted are in New Zealand dollars and are GST exclusive.

Sponsors will be informed of all deadlines for the provision of information or materials through regular email updates. The deadlines for delivery or supply of materials, information or artwork are not negotiable. In the event that materials, information or artwork required by Conference Logistics are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded in this circumstance.

The acceptance of the application shall be at the discretion of the organising committee, and upon acceptance, becomes a contract. By completing and signing the application, the undersigned agrees to comply with, and be subject to, the terms and conditions plus cancellation policy contained in this document. The Organisers of NZ CellAg 25 (Organising Committee) reserve the right to refuse or deny any application.

### Terms & conditions

1. All sponsorships are non-exclusive and non-negotiable. Sponsorship will be allocated on receipt of the signed application form and deposit.
2. Application for sponsorship must be made in writing using the designated application form. Confirmation will be provided to confirm the booking, together with a tax invoice for the full amount.
3. Cheques should be payable to The New Zealand Institute for Plant & Food Research Ltd and must be drawn in New Zealand dollars. All monies must be received prior to the event. No company will be listed as a Sponsor or Exhibitor in any convention material until full payment and an application form have been received by the organisers.
4. No Exhibitor shall commence dismantling or packing product before the end of the final break on the day of the convention. It is the responsibility of each Exhibitor to have material packed, identified and cleared for shipment by the closing of the conference registration desk. The Organisers will not be held responsible for any items left behind.
5. The Sponsor/Exhibitor undertakes that they will not hold any events or social functions on the same date or time as the official Conference Programme sessions or social functions.
6. The Organisers (who for the purposes of this clause include the NZ CellAg 25 Organising Committee, its members, affiliates, employees, agents and the conference host), have the right to postpone or cancel the conference at their sole discretion, for any reason, and shall under no circumstances be liable for direct, indirect or consequential losses or damages resulting from such delay or cancellation. (See Cancellation Policy below).
7. The Organisers reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. The Organisers will not discount or refund for any facilities not used or required.

### Cancellation policy

A Sponsor/Exhibitor will receive a full refund less an administration fee of $100 + GST if notice of cancellation is received by the organisers before 17 March 2025. No refunds will be made for cancellations received after this date. The Organisers may at their discretion consider refunding cancelled exhibition area bookings if they manage to successfully resell the cancelled exhibition area bookings.

Cancellations must be made in writing and forwarded to:

NZ CellAg 25 Organising Committee

c/- Yvonne McDiarmid

Events & Sponsorship Manager

Plant & Food Research

120 Mt Albert Road

Auckland 1025

New Zealand

Email: [events@plantandfood.co.nz](mailto:events@plantandfood.co.nz)

#### COVID-19 and Force Majeure

The Organisers may at their sole discretion cancel or postpone the conference due to difficulties/restrictions in travel or in holding the conference as a result of a “*force majeure* event” (which includes all events out of the Organisers’ control including but not limited to, earthquake, volcano, government interference, difficulties caused by the COVID 19 pandemic and the response of government or airlines to the pandemic or other *force majeure* event).

If the Organisers postpone the conference due to a *force majeure* event, all Sponsors/Exhibitors will be given the opportunity to carry over their sponsorship/exhibition booking to the new date without penalty or may on application and at the sole discretion of the organisers receive a refund.

If the Organisers cancel the conference due to a *force majeure* event, all Sponsors/Exhibitors will be refunded in full.

### Liability

Sponsors assume entire responsibility and hereby agree to protect, indemnify, defend and hold the Organisers (who for the purposes of this clause include the NZ CellAg 25 Organising Committee, its members, affiliates, employees, agents and the conference host) harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising from or caused by the sponsor’s installation, removal, maintenance, occupancy or use of conference premises or a part thereof, excluding any such liability caused by the sole negligence of Organisers.

The Organisers make no representation, warranty or guarantee as to the number of visitors to the exhibition and shall not be liable therefor. Equally the Organisers make no representation, warranty or guarantee as to the level of commercial activity generated by the exhibition and will not be liable therefor.

To the extent allowed by law, the Organisers (including the NZ CellAg 25 Organising Committee, its members, affiliates, employees, agents and the conference host) are only liable under, or in relation to this sponsorship proposal or the conference for actual loss suffered as the direct result of the Organiser’s wilful default. In any event, the Organisers’ liability to any Sponsor or Exhibitor is limited to a sum equivalent in aggregate to the total amount actually paid by that person to the Organisers.

### Insurance

All Exhibitors are strongly urged to obtain insurance coverage against damage or loss and public liability insurance against injury to the person or property of others. Exhibition materials should be covered from the time they are shipped, through move-in, exhibit dates, move-out and until all materials have been received at the point of origin. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor’s display, equipment and other property brought upon the premises of the venue and shall indemnify and hold harmless the Organisers (including the NZ CellAg 25 Organising Committee, its members, affiliates, employees, agents and the conference host) from any and all such abuses, damages and claims.

### Compliance

The Exhibitor agrees to abide by and comply with the rules and regulations including any amendments that the organising committee may make from time to time. The Exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorised local, state and federal governing bodies concerning fire, safety and health as well as the rules and regulations of the venue.

SPONSORSHIP ACCEPTANCE FORM

|  |  |
| --- | --- |
| Contact Name: |  |
| Company Name (for Invoice): |  |
| Postal Address: (for Invoice): |  |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Telephone number: | | |  | | | Mobile number: |  | |
| Email: | |  | | | | | |
| Sponsorship requested: | | | |  | | | |
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|  | | | |  | | | |
| Cost: |  | | | | | | | |

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| --- | --- |
| Signature: |  |

I have read, understood and agree to the terms and conditions and cancellation policy as stated in the Sponsorship Prospectus (please tick).

**Return to:**

NZ CellAg 25

Yvonne McDiarmid

Events & Operations Manager Plant & Food Research   
Private Bag 92169

Auckland 1142

New Zealand

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