

SPONSORSHIP &
EXHIBITION PROSPECTUS

MOMENTUM 2026

25 - 26 FEBRUARY 2026 // MERCURY BAYPARK, MOUNT MAUNGANUI, NZ





CREATING OUR HEALTHIEST FUTURE

MOMENTUM
2026

CONTENTS

| | |
|------------------------------------------|----|
| About Momentum 2026 | 4 |
| Programme at a Glance | 7 |
| Why Sponsor or Exhibit at Momentum 2026? | 8 |
| Premium Sponsorship Packages | 9 |
| General Sponsorship Packages | 14 |
| Exhibition Stand | 17 |
| Exhibitor Theme Alignment | 18 |
| General | 19 |
| Terms and Conditions | 20 |
| Sponsorship and Exhibition Booking Form | 21 |



JASON TE BRAKE
- ZESPRI CEO

“**MOMENTUM IS WHERE IDEAS SPARK AND PARTNERSHIPS GROW.**”

A MESSAGE FROM THE CEO

Kia ora and thanks for exploring the Momentum 2026 Sponsorship Prospectus.

Momentum is returning on 25–26 February 2026 at Mercury Baypark, Mount Maunganui. It's our industry's chance to connect, share ideas, and set the direction for our future — together.

This year's theme, “Creating Our Healthiest Future,” reflects our shared ambition to ensure our people, orchards, and communities are healthier and more resilient than ever.

Momentum 2026 marks the official launch of Zespri's 2035 strategy. Our focus is clear: to deliver enduring value for growers by being first for consumers, first for growers, and first for people. That means delivering the healthiest products, growing our premium brand, and building a strong and resilient supply chain.

Over two days, attendees will hear from international thought leaders on global trends, health, nutrition, and the future of food production. There'll be practical workshops exploring the challenges and opportunities ahead - whether that's innovation, sustainability, or the evolving needs of our markets. We'll explore how our three strategic priorities – unleashing brand-led demand, transforming global supply and creating the product portfolio of the future – will continue to shape the way we invest, innovate and make decisions for long-term success.

Momentum is where ideas spark, partnerships grow and our collective voice helps shape the future. Connect, discuss, and learn alongside others across our industry, and together, we'll be part of building a healthier, more resilient future for us all.

Thank you for your continued support and commitment to our industry. I look forward to welcoming you to Momentum 2026.

ABOUT

MOMENTUM 2026

WHEN:

25-26 FEBRUARY 2026

WHERE:

MERCURY BAYPARK,
MOUNT MAUNGANUI,
NZ

WHO ATTENDS



RECAP OF 2020 EVENT

Momentum 2020 was a fantastic success with more than 700 people attending the event on day one. It was possibly the biggest-ever industry conference organised by Zespri, attended mainly by growers and supply chain partners, with first-class keynotes and panels on consumer trends, our refreshed brand and sustainability.



“MOMENTUM 2020 WAS THE BIGGEST-EVER INDUSTRY CONFERENCE ORGANISED BY ZESPRI, WITH FIRST-CLASS KEYNOTES AND PANELS ON CONSUMER TRENDS, BRAND AND SUSTAINABILITY.”

HIGHLIGHTS OF 2026

Momentum 2026 is your first big industry moment of the new year. See the kiwifruit industry up close, from orchard through to market. Discover the care and quality behind great tasting Zespri Kiwifruit. Build a deeper understanding of our ambition and partnerships. Expect strategic insights, practical workshops and in-market updates. We look forward to hosting you and sharing what makes our industry special.



FOR MORE INFORMATION OR TO BOOK YOUR SPOT CONTACT: Daniela Olphert, Momentum Event Manager, momentum@zespri.com, 021 045 0341.

PROGRAMME AT A GLANCE

Momentum 2026 will explore the three strategic pillars that will guide us toward becoming the world's healthiest fruit brand by 2035. These objectives will shape how we grow, innovate, and connect with consumers across the globe.

UNLEASHING BRAND-LED DEMAND

Driving global demand through brand strength – elevating consumer perceptions, expanding growth, and ensuring Zespri is recognised as the leader in health, taste and sustainability.

TRANSFORM GLOBAL SUPPLY

Transforming the way we grow, where we grow, and why we grow. From responding to environmental challenges and embedding quality strategies, to future-focused growing systems, decarbonisation, and long-term sustainability, this pillar ensures a resilient supply for generations to come.

CREATE THE PRODUCT PORTFOLIO OF THE FUTURE

Building tomorrow's opportunities today — through innovation in new demand spaces, sustainable packaging, and meeting evolving consumer needs. From future trends to gene editing, we're shaping a portfolio that keeps Zespri at the forefront of health, nutrition, and innovation.

DAY ONE

25 FEB

- Mihi Whakatau & official opening
- Session 1: Future Trends
- Session 2: CEO Address
- Session 3: Future of Health, Nutrition & the Role of Brand
- Session 4: Future-Fit Food Production
- Session 5: Launch of Refreshed Brand Platform
- Hayward Medal Dinner

DAY TWO

26 FEB

- Welcome back
- Session 1: Powering Change: Unlocking a Low-Emissions & Resilient Future
- Session 2: Workshops
- Session 3: Workshops
- Session 4: Brand Platform Activation
- Session 5: Wrap Up

WHY SPONSOR OR EXHIBIT AT MOMENTUM 2026?

Partnering with Momentum 2026 offers an unparalleled opportunity to showcase your brand, connect with industry leaders, and position your business at the heart of Zespri's 2035 strategy launch. More than just an event, Momentum is where innovation, collaboration, and the future of our industry come together.

YOUR PARTNERSHIP WILL DELIVER:

VISIBILITY – Stand out with maximum exposure at the premier industry gathering, aligned with the launch of Zespri's bold 2035 vision.

CONNECTION – Build and strengthen relationships with growers, industry leaders, partners, and key decision-makers in an engaging face-to-face environment.

IMPACT – Demonstrate leadership by reinforcing your brand's commitment to health, sustainability, and the future of horticulture.

RETURN – Unlock new opportunities for business growth, partnerships, and long-term recognition.

EXCLUSIVITY – With limited sponsorship and exhibition opportunities available, your brand is guaranteed strong cut-through and value.

MEDIA & PROMOTION

As a sponsor or exhibitor, your brand will be amplified across multiple Zespri channels, including:

PUBLICATIONS – *Kiwiflier* and *Kiwifruit Journal*

DIGITAL MARKETING – Targeted e-communications pre-event, during, and post-event

ONLINE PRESENCE – The Momentum website and social media platforms.

A close-up photograph of a hand holding a light brown bowl. Inside the bowl is a breakfast cereal dish topped with sliced kiwi, pomegranate seeds, and granola. A dollop of white yogurt is visible on the right side. The background is a solid red.

PREMIUM SPONSORSHIP PACKAGES

A close-up photograph of a green bowl. Inside the bowl are green leafy vegetables, possibly spinach or kale, and a portion of granola. The background is a solid green.

The image is split vertically down the center, with the left side showing a breakfast bowl and the right side showing a bowl of greens, representing healthy eating.

PLATINUM SPONSOR

INCLUDING THE HAYWARD MEDAL DINNER POA (EXCLUSIVE)

SOLD

As the exclusive Platinum Sponsor, your brand will enjoy unrivalled visibility and association with the Momentum 2026 Conference and the prestigious Hayward Medal Dinner. This premium package positions your organisation at the forefront of the industry's most influential event.

PREMIER BRAND RECOGNITION

- Exclusive **Platinum Sponsor** status across all conference collateral, digital platforms, and the official app
- Prominent logo placement and hyperlink on the Momentum Conference website, driving direct traffic to your business
- Logo displayed on plenary screens at the start of every session
- Verbal acknowledgements by the MC throughout the conference
- Enhanced sponsor profile and logo in the conference app.

REGISTRATIONS & ATTENDANCE

- 10 complimentary full conference registrations for your team or clients.

EXHIBITION SPACE

- Premium-positioned 6m x 2m exhibition stand
- First-choice booth selection, guaranteeing maximum delegate interaction and visibility.

BRAND EXPOSURE

- One full-screen static advert on the conference digital billboard
- Three-minute promotional video presentation during the conference
- Live on-stage prize draw opportunity
- Two eco-friendly branded items included in delegate satchels (provided at sponsor's cost, subject to approval)
- Opportunity to display two free-standing pull-up banners in high-traffic areas.

HAYWARD MEDAL DINNER

- 10 tickets (one table) to the prestigious Hayward Medal Dinner
- Exclusive naming rights to the dinner
- Company logo featured on the dinner menu and holding slides
- Verbal recognition by the MC during the evening
- Opportunity to showcase a three–five minute promotional video during the programme
- Presentation of the Hayward Medal to the recipient.

GOLD SPONSOR

\$35,000 + GST – (TWO AVAILABLE)

1 SOLD

Gold Sponsors receive premium visibility and strong recognition as key partners of Momentum 2026.

BRAND RECOGNITION

- Recognition as a **Gold Sponsor** across all collateral, digital platforms, and the official app
- Logo placement and hyperlink on the Momentum Conference website
- Logo featured on plenary screens at the start of each session
- Verbal acknowledgements by the MC
- Sponsor profile and logo in the conference app.

REGISTRATIONS & ATTENDANCE

- Six complimentary full conference registrations.

EXHIBITION SPACE

- Premium-positioned 3m x 2m exhibition stand
- Second-choice booth selection after Platinum Sponsor.

BRAND EXPOSURE

- One full-screen static advert on the digital billboard
- One minute thirty second promotional video presentation during the conference
- Live on-stage prize draw opportunity
- Two eco-friendly branded items in delegate satchels (sponsor-provided, subject to approval)
- Display of two free-standing pull-up banners in high-traffic areas.

HAYWARD MEDAL DINNER

- Six tickets to the Hayward Medal Dinner.

SILVER SPONSOR

\$20,000 + GST – (THREE AVAILABLE)

2 SOLD

BRAND RECOGNITION

- Recognition as a **Silver Sponsor** across all collateral, digital platforms, and the official app
- Logo placement and hyperlink on the Momentum Conference website
- Logo featured on plenary screens at the start of each session
- Verbal acknowledgements by the MC
- Sponsor profile and logo in the conference app.

REGISTRATIONS & ATTENDANCE

- Four complimentary full conference registrations.

EXHIBITION SPACE

- 3m x 2m exhibition stand
- Priority booth selection following Platinum and Gold Sponsors.

BRAND EXPOSURE

- One full-screen static advert on the digital billboard
- Opportunity to host a prize draw within the exhibition area during refreshment breaks
- One eco-friendly branded item in delegate satchels (sponsor-provided, subject to approval).

HAYWARD MEDAL DINNER

- Four tickets to the Hayward Medal Dinner.

BRONZE SPONSOR

\$12,500 + GST – (FOUR AVAILABLE)

3 SOLD

BRAND RECOGNITION

- Recognition as a **Bronze Sponsor** across all collateral, digital platforms, and the official app
- Logo placement and hyperlink on the Momentum Conference website
- Logo featured on plenary screens at the start of each session
- Verbal acknowledgements by the MC
- Sponsor profile and logo in the conference app

REGISTRATIONS & ATTENDANCE

- Two complimentary full conference registrations.

EXHIBITION SPACE

- 3m x 2m exhibition stand
- Priority booth selection following Platinum, Gold, and Silver Sponsors.

BRAND EXPOSURE

- One full-screen static advert on the digital billboard
- Opportunity to host a prize draw within the exhibition area during refreshment breaks
- One eco-friendly branded item in delegate satchels (sponsor-provided, subject to approval).

HAYWARD MEDAL DINNER

- Two tickets to the Hayward Medal Dinner.

A close-up photograph of a green smoothie in a glass. The smoothie is a bright green color, likely from kiwi and mint. It contains several slices of kiwi fruit with black seeds and some fresh mint leaves. A clear straw is visible in the top left corner of the glass. The background is a solid dark green.

GENERAL SPONSORSHIP PACKAGES

SOLD

COFFEE CART (TWO) SPONSOR -

\$15,000 + GST (EXCLUSIVE OPPORTUNITY)

- Opportunity to brand two coffee cart stations
- Free barista coffee for all delegates
- Opportunity to place two company-provided free-standing pull up banners next to each coffee cart (2m high x 1m wide)
- Coffee carts will be located in prime positions within the exhibition area
- Verbal acknowledgement by the MC prior to Morning Tea and Afternoon Tea that barista coffees are free and kindly sponsored by [your company]
- Branded coffee cups
- Logo placement and hyperlink on the **Momentum Conference website**, driving direct traffic to your business
- Sponsor profile and logo in the **conference app**.

CONFERENCE APP SPONSOR -

\$7,500 + GST (EXCLUSIVE OPPORTUNITY)

- Company logo and link on email broadcast to delegates to announce launch of the app
- Banner on the bottom of the app
- Daily push notification on the app during conference to all delegates using the app
- Logo placement and hyperlink on the **Momentum Conference website**, driving direct traffic to your business
- Sponsor profile and logo in the **conference app**

SOLD

LANYARD SPONSOR -

\$5,000 + GST (EXCLUSIVE OPPORTUNITY)

- Company logo on all lanyards for all delegates
- Lanyards to be supplied by the sponsor
- Logo placement and hyperlink on the **Momentum Conference website**, driving direct traffic to your business
- Sponsor profile and logo in the **conference app**.

SOLD

CONFERENCE ECO-FRIENDLY STATIONERY SPONSOR -

\$5,000 + GST (EXCLUSIVE OPPORTUNITY)

- Company logo on conference pens and pads (to be supplied by the sponsor) which will be included in all delegate satchels
- Logo placement and hyperlink on the **Momentum Conference website**, driving direct traffic to your business
- Sponsor profile and logo in the **conference app**.

DIGITAL BILLBOARD ADVERTISING -

\$500 - \$1,500 + GST (EXCLUSIVE OPPORTUNITY)

- Static digital advert on the event's on-site billboard - \$500 + GST
- Promotional video (under one minute) - \$1,000 + GST
- Promotional video (one – three minutes) - \$1,500 + GST
- To be played on rotation on digital screen throughout the duration of the conference in a prime position

EVENT SUPPORTER -

\$1,500 + GST

- Static advert on digital billboard at the event
- Logo placement and hyperlink on the **Momentum Conference website**, driving direct traffic to your business
- Sponsor profile and logo in the **conference app**.

BESPOKE OPPORTUNITIES ARE AVAILABLE SUCH AS:

- Hydration sponsor (including branded water bottle) - SOLD
- Satchel sponsor
- Satchel insert sponsor

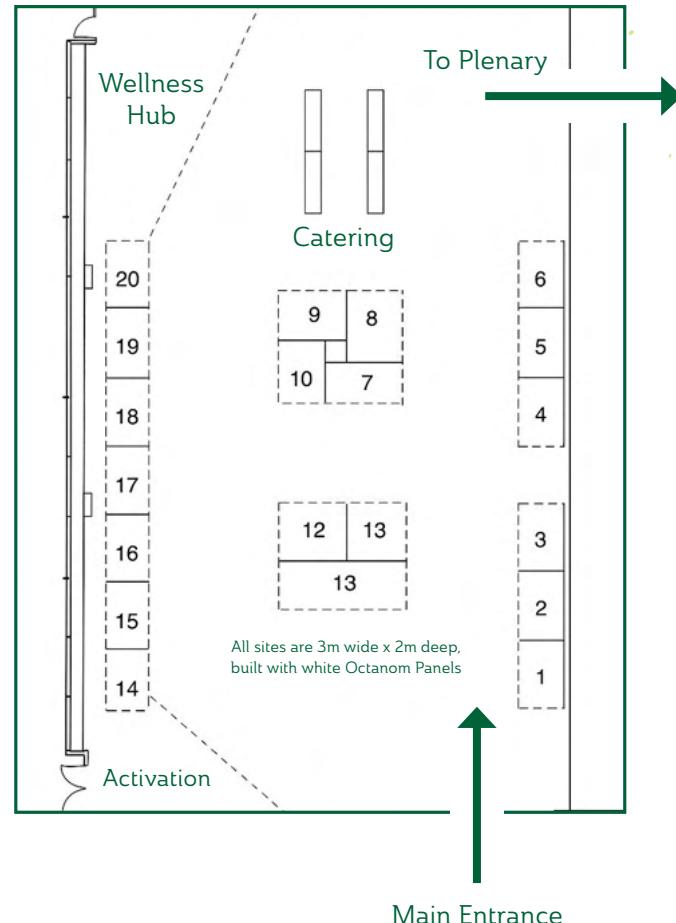
EXHIBITION STAND -

\$5,000 + GST

An industry exhibition will run alongside Momentum 2026, giving companies a unique platform to showcase their products, services, and innovations to key industry leaders and decision-makers. With exhibition and catering located in the same space, exhibitors will enjoy maximum visibility and interaction with delegates throughout the event.

EXHIBITION PACKAGE INCLUDES:

- One premium exhibition stand (3m x 2m)
- Lighting package: two spotlights and one 10amp power point with four-way multi-box
- Two complimentary conference registrations (excludes Hayward Medal Dinner)
- Opportunity to provide one eco-friendly promotional item in delegate satchels (at exhibitor's cost and subject to Zespri approval)
- Option to host a prize draw during refreshment breaks in the exhibition area
- Logo placement with hyperlink on the official Momentum 2026 website, driving traffic directly to your business
- Exhibitor profile and logo featured in the conference app
- Static digital advert on the event's on-site billboard
- Note: furniture is not included with the stand.



EXHIBITOR THEME ALIGNMENT

Our theme for the conference, “*CREATING OUR HEALTHIEST FUTURE*”, sets the tone for the entire event. We encourage all exhibitors to incorporate this theme into their stand design, messaging, and engagement activities. Doing so creates a cohesive delegate experience, increases visibility for your brand, and ensures your stand resonates strongly with attendees.

HERE ARE SOME WAYS TO REFLECT THE THEME IN YOUR EXHIBITION PRESENCE:

VISUAL DESIGN – Incorporate colours, materials, or imagery that reflect the theme, for example show how your products/services contribute to health, sustainability, or innovation. You could also use natural greenery, health-focused messaging, or futuristic displays on your stand.

BRAND MESSAGING – Tailor your messaging to show how your products or services support the theme.

INTERACTIVE ELEMENTS – Engage delegates with themed activities, demos, experiences or giveaways that align with the theme.

SUSTAINABILITY – Where possible, use reusable, recyclable, or environmentally friendly materials to reflect the conference's values.

RESTRICTIONS – Please avoid visuals, messaging, or styling that conflict with the event theme.

GENERAL

CANCELLATION POLICY:

Cancellations must be received in writing via email to momentum@zespri.com prior to 12 December 2025 and will forfeit 50% of the total Fee paid. No refund will be given for cancellations received after 12 December 2025. In the event that Zespri cancels the conference, 80% of the fee paid will be refunded to the Sponsor/Exhibitor. Non-payment does not constitute a cancellation.

PHOTOGRAPHS

The Sponsor/Exhibitor agrees that the Event Organiser and its agents may take or acquire photographs of any activities involving Sponsors/Exhibitors at the conference and may use the photographs for any purposes associated with Zespri's business.

The Sponsor/Exhibitor will obtain the consent of its staff for the use of their personal information e.g. name, address, photograph being used and/or published in relation to the conference and Zespri's associated business activities.

Contact: Daniela Olphert, Momentum Event Manager

Mobile: +64 21 045 0341

Email: momentum@zespri.com

COMPANY LOGO

As part of all Sponsor/Exhibitor opportunities you agree to supply your company logo for the Event Organiser to use in conference material and advertising, website and app. Please supply your logo in a high-resolution jpeg format (300dpi logo) and a pdf when returning this form to Zespri.

Signing and emailing this booking form to the Event Organiser confirms your company's commitment to be a Sponsor/Exhibitor at the Momentum Conference to be held on 25 and 26 February 2026, and acceptance of all the Terms and Conditions set out in this document including those outlined below.

Signed: _____

Dated: _____

TERMS AND CONDITIONS



1. All prices are quoted in New Zealand dollars and exclude GST (Goods and Services Tax). GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 15%).
2. Sponsorship packages and exhibition space will be allocated only on receipt of a signed copy of the booking form. All space is allocated on a first-in first served basis with preference to the Platinum, Gold, Silver and Bronze Sponsors.
3. Confirmation will be sent together with a tax invoice for the full amount and is payable within 20 days of the date of invoice. If payment is not received within this timeframe, then you relinquish your right to the requested sponsorship package and/or exhibition space.
4. All payments should be made in New Zealand dollars by bank transfer. All payments must be received prior to the event date. No Sponsor/Exhibitor will be allowed to set up their exhibition stand at the Conference until full payment has been received.
5. Exhibition stand locations will be allocated according to the level of the sponsorship package first, followed by the order in which exhibition stands are booked. By selecting your stand preferences, you understand that it is an indication only and is subject to availability and change. The Event Organiser will confirm your final booth allocation two (2) months prior to the Conference. The Organising Committee may need to make changes to the floorplan; however, changes will not be undertaken without prior discussion with the companies affected.
6. The Event Organiser reserves the right to change the dates, venue and duration of the conference and/or exhibition if exceptional circumstances demand, at its discretion to accept or refuse a Sponsor/Exhibitor booking and to request amendments to a Sponsor/Exhibitor display.
7. A Sponsor/Exhibitor is responsible for any injury to persons and damage to property in the conference/Exhibitor environment caused by a Sponsor/Exhibitor during the setting up, operation, dismantling and removal of Sponsor/Exhibitor displays and should obtain appropriate insurance cover.
8. Unless otherwise stated above, Conference attendance is separate to the sponsorship/exhibition and requires a separate registration and fee.
9. The Event Organiser may cancel a Sponsorship and/or Exhibitor agreement where a Sponsor/Exhibitor is in breach of any of these terms and conditions or if a Sponsor/Exhibitor engages in activities which in the Event Organiser's view bring, or have the potential to bring, the Event Organiser and/or the New Zealand kiwifruit industry into disrepute. In the event of cancellation for any of the reasons set out in this clause, the Event Organiser shall have no obligation to refund any of the Sponsor/Exhibitor Fee.

SPONSORSHIP AND EXHIBITION BOOKING FORM (INTERACTIVE PDF)

Please complete and sign the below form to request your sponsorship opportunity and/or exhibition space and return to the Event Organiser at momentum@zespri.com. Once received Zespri will, at its discretion and subject to availability, confirm acceptance of your sponsorship/exhibition request via email and send you an invoice for the total Sponsor/Exhibitor fee due to be paid in full by the 20th of the month following date of invoice.

Full company name (*for invoice*):

Company Name (*as it will appear on all conference material*):

Address:

Contact Name:

Job Title:

Mobile:

Email:

Requirements:

| Package | Cost | Total |
|---------|------|-------|
| | | |
| | | |

Stand Number Preference:

- 1.
- 2.
- 3.

Declaration:

I have read and agree to the Terms and Conditions and the Cancellation Policy outlined in this prospectus. I declare that I am authorised to make this commitment on behalf of my organisation. I understand that exhibition space will be allocated according to the level of the sponsorship package, and in the order in which sponsorships and exhibition booths are booked. By selecting my exhibition space preferences, I understand that it is an indication only and is subject to availability and change.

Name: _____

Signature: _____ Date: _____