

# RED MEAT SECTOR CONFERENCE SPONSORSHIP OPPORTUNITIES

DISTINCTION HOTEL, ROTORUA  
390 FENTON STREET  
25-26 JULY 2021



Red Meat Sector Conference, PO Box 345, Wellington 6140, New Zealand  
[conference@redmeatsector.co.nz](mailto:conference@redmeatsector.co.nz), [www.redmeatsector.co.nz](http://www.redmeatsector.co.nz)



Red Meat  
Sector  
Conference

2021





## WELCOME FROM THE CHAIRMEN

The 10<sup>th</sup> Red Meat Sector Conference will be held at the Distinction Hotel, 390 Fenton Street, Rotorua, on 25 and 26 July 2021.

The Red Meat Sector Conference is jointly hosted by the Meat Industry Association of New Zealand (Incorporated) (MIA), and Beef + Lamb New Zealand Ltd (B+LNZ) and is arguably the most significant networking event on the red meat calendar, bringing together all sector participants.

The annual conference provides delegates from across the red meat sector with a programme of high quality speakers and ample opportunity to network. The goal of the conference is to promote and foster the red meat sector by providing a framework for engagement between farmers, industry, and service providers, as well as showcasing expertise and best practice.

Some of the topics covered at the conference this year include: the global food system and where meat fits in ahead of the UN Food Systems Summit later this year; the political landscape and its implications for the red meat sector; research on New Zealand red meat's environmental footprint and potential opportunities with respect to regenerative agriculture; the importance of trade in a post-COVID world and the market access opportunities with the EU and UK following Brexit. We will also hear from the sector's young scholars and what their vision is for our future.

Two major social events are planned during the conference. They are a welcome cocktail event on the evening of Sunday 25 July, and a gala dinner on the evening of Monday 26 July.

Additionally, and for the first time, we will also co-host a Meat Business Women's event (on Sunday 25 July) that will discuss the Report commissioned last year on Gender Representation in the Meat Sector, and how to continue to encourage diversity and foster female leadership and participation in the sector.

We value our sponsor partnerships, and invite new sponsors as well as those who have been part of the Red Meat Conference for some years. Outlined in this booklet you will find the different opportunities for your company to be involved with the 2021 Red Meat Sector Conference. Each type of partnership comes with its own benefits which are also outlined.

We hope you are able to join us in Rotorua in July.

**John Loughlin**  
MEAT INDUSTRY ASSOCIATION

**Andrew Morrison**  
BEEF + LAMB NEW ZEALAND LIMITED



## IN BRIEF

### WHAT IS THE OBJECTIVE?

The objective of the Red Meat Sector Conference is to promote and foster the red meat sector by providing a framework for engagement with farmers, industry and networks, as well as showcasing innovation and best practice.

### WHO WILL BE THERE?

The conference attracts delegates and sponsors from across the spectrum of the red meat sector. These include key figures: leaders from farming, processing and marketing, senior government officials and representatives from associated industries and sectors such as shipping, packing, banking, farming supplies and research and development.

If your organisation is involved in the red meat sector, we invite you to be part of this peak industry event.

### WHAT ARE THE SPONSORSHIP OPPORTUNITIES?

There are a variety of ways to support the conference through sponsorship, please read the package details in the following pages. In addition to these packages, we would be pleased to tailor a package to suit your organisation's specific needs.

Please note all prices are in NZ dollars and exclude GST, which will be applied at 15%.

### WHO DO I CONTACT?

Please contact the sponsorship coordinator to discuss your requirements, or complete the application form and return it to the address provided. We will promptly confirm whether the package you have selected is still available.

Once your sponsorship is confirmed, we will provide you with an invoice and you will start to enjoy the benefits sponsorship brings.

#### Sponsorship coordinator

##### Red Meat Sector Conference

PO Box 345  
Wellington 6140  
New Zealand  
04 495 8375  
conference@redmeatsector.co.nz

#### Conference Coordinators

##### Beverley Dixon

Meat Industry Association of  
New Zealand (Incorporated)  
04 495 8375  
beverley.dixon@mia.co.nz  
www.mia.co.nz

##### Fiona Bowe

Beef + Lamb New Zealand Ltd  
04 471 6026  
fiona.bowe@beeflambnz.com  
www.beeflambnz.com



ONE ONLY

## PRINCIPAL SPONSOR

### Promotional opportunities

Exclusive naming rights to the plenary room.

Acknowledgement of your company as the Principal Sponsor at the opening of the conference, and other opportunities where available.

Company logo on holding slides in plenary room.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Opportunity to introduce a keynote speaker, with your company logo appearing next to this session on screen and in the conference programme.

Acknowledgement of your company as the Principal Sponsor on the conference website with a link to your company's website.

Opportunity to display signage in the plenary room.

### Plus complimentary

Conference registrations, including tickets to the gala dinner (excludes accommodation and travel). Number of tickets to be negotiated.

Full page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Exhibition area including:

- One stand area 2m x 2m or to be negotiated
- One display table and two chairs
- One display board\*

*\* Where space permits, conference organisers can arrange other display requirements including additional display boards, TVs, laptops etc. Note that these will be at sponsor's own expense—prices on application.*

Additional benefits may be negotiated.



**TOTAL INVESTMENT REQUIRED  
BY NEGOTIATION**



ONE ONLY

## GALA DINNER

### Promotional opportunities

Exclusive naming rights to the gala dinner.

Acknowledgement of your company as the Gala Dinner Sponsor at the opening of the conference, and other opportunities where available.

Company logo on holding slides in plenary room.

Company logo on dinner menus.

Company logo on printed conference material (excludes name tags and delegate bags).

Opportunity to speak at the gala dinner (five minutes).

Acknowledgement of your company as the Gala Dinner Sponsor on the conference website with a link to your company's website.

Opportunity to display signage at the Gala Dinner venue.

### Plus complimentary

Four conference registrations, including four tickets to the gala dinner (excludes accommodation and travel).

Full page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Exhibition area including:

- One stand area 2m x 2m or to be negotiated
- One display table and two chairs
- One display board\*

*\*Where space permits, conference organisers can arrange other display requirements including additional display boards, TVs, laptops etc. Note that these will be at sponsor's own expense—prices on application.*



### TOTAL INVESTMENT REQUIRED

**NZ\$20,000 + GST**

## WELCOME COCKTAILS

### Promotional opportunities

Exclusive naming rights to the welcome cocktail function.

Acknowledgement of your company as the Welcome Cocktails Sponsor at the opening of the conference, and other opportunities where available.

Company logo on holding slides in plenary room.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Acknowledgement of your company as the Welcome Cocktails Sponsor on the conference website with a link to your company's website.

Opportunity to display signage at the welcome cocktail function venue.

### Plus complimentary

Two conference registrations, including two tickets to the gala dinner (excludes accommodation and travel).

50% discount on full page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Exhibition area including:

- One stand area 2m x 2m or to be negotiated
- One display table and two chairs
- One display board\*

*\*Where space permits, conference organisers can arrange other display requirements including additional display boards, TVs, laptops etc. Note that these will be at sponsor's own expense—prices on application.*



**TOTAL INVESTMENT REQUIRED**  
**NZ\$8,000 + GST**

## PRE-DINNER NETWORKING DRINKS

### Promotional opportunities

Acknowledgement of your company as the Pre-Dinner Networking Drinks Sponsor prior to the close of conference.

Company logo on holding slides in plenary room.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Acknowledgement of your company as the Pre-Dinner Networking Drinks Sponsor on the conference website with a link to your company's website.

Opportunity to display signage at the pre-dinner drinks venue.

### Plus complimentary

One conference registration, including ticket to the gala dinner (excludes accommodation and travel).

50% discount on full page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Exhibition area including:

- One stand area 2m x 2m or to be negotiated
- One display table and two chairs
- One display board\*

*\*Where space permits, conference organisers can arrange other display requirements including additional display boards, TVs, laptops etc. Note that these will be at sponsor's own expense—prices on application.*



**TOTAL INVESTMENT REQUIRED**  
**NZ\$7,500 + GST**

## DELEGATE BAGS

### Promotional opportunities

Acknowledgement of your company as the Delegate Bag Sponsor at the opening of the conference, and other opportunities where available.

Company logo on holding slides in plenary room.

Company logo placed prominently on the delegate bag.

Company logo on printed conference material (excludes dinner menus and name tags).

Acknowledgement of your company as the Delegate Bag Sponsor on the conference website with a link to your company's website.

### Plus complimentary

One conference registration, including ticket to the gala dinner (excludes accommodation and travel).

50% discount on full page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Exhibition area including:

- One stand area 2m x 2m or to be negotiated
- One display table and two chairs
- One display board\*

*\*Where space permits, conference organisers can arrange other display requirements including additional display boards, TVs, laptops etc. Note that these will be at sponsor's own expense—prices on application.*



**TOTAL INVESTMENT REQUIRED**  
**NZ\$7,000 + GST**

## NAME TAGS

### Promotional opportunities

Company logo on holding slides in plenary room.

Company logo placed on every delegate name tag and lanyard.

Company logo on printed conference material (excludes dinner menus and delegate bags).

Acknowledgement of your company as the Name Tag Sponsor on the conference website with a link to your company's website.

### Plus complimentary

One ticket to the gala dinner.

50% discount on half page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Name tag sponsorship must be confirmed by Friday 11 June 2021.



**TOTAL INVESTMENT REQUIRED**  
**NZ\$5,500 + GST**

ONE ONLY

## CONFERENCE LUNCH

### Promotional opportunities

Acknowledgement of your company as the Conference Lunch Sponsor prior to the lunch break.

Company logo on holding slides in plenary room.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Acknowledgement of your company as the Conference Lunch Sponsor on the conference website with a link to your company's website.

Company logo placed prominently on catering tables during lunch break.

### Plus complimentary

One conference registration, including ticket to the gala dinner (excludes accommodation and travel).

50% discount on full page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Exhibition area including:

- One stand area 2m x 2m or to be negotiated
- One display table and two chairs
- One display board\*

*\*Where space permits, conference organisers can arrange other display requirements including additional display boards, TVs, laptops etc. Note that these will be at sponsor's own expense—prices on application.*



**TOTAL INVESTMENT REQUIRED**  
**NZ\$5,000 + GST**

FIVE ONLY

## GOLD SPONSOR

### Promotional opportunities

Acknowledgement of your company as a Gold Sponsor at the opening of the conference and other opportunities where available.

Company logo on holding slides in plenary room.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Acknowledgement of your company as a Gold Sponsor on the conference website with a link to your company's website.

Opportunity to introduce a speaker with your company logo appearing next to this session on screen and in the conference programme.

### Plus complimentary

Two conference registrations, including two tickets to the gala dinner (excludes accommodation and travel).

Half page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Exhibition area including:

- One stand area 2m x 2m or to be negotiated
- One display table and two chairs
- One display board\*

*\*Where space permits, conference organisers can arrange other display requirements including additional display boards, TVs, laptops etc. Note that these will be at sponsor's own expense; prices on application.*



**TOTAL INVESTMENT REQUIRED**  
**NZ\$7,500 + GST**



## SILVER SPONSOR

### Promotional opportunities

Acknowledgement of your company as a Silver Sponsor at the opening of the conference and other opportunities where available.

Company logo on holding slides in plenary room.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Acknowledgement of your company as a Silver Sponsor on the conference website with a link to your company's website.

### Plus complimentary

One conference registration, including ticket to the gala dinner (excludes accommodation and travel).

50% discount on half page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.

Exhibition area including:

- One stand area 2m x 2m or to be negotiated
- One display table and two chairs
- One display board\*

*\*Where space permits, conference organisers can arrange other display requirements including additional display boards, TVs, laptops etc. Note that these will be at sponsor's own expense; prices on application.*



**TOTAL INVESTMENT REQUIRED**  
**NZ\$4,500 + GST**

## BRONZE SPONSOR

### Promotional opportunities

Acknowledgement of your company as a Bronze Sponsor at the opening of the conference and other opportunities where available.

Company logo on holding slides in plenary room.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Acknowledgement of your company as a Bronze Sponsor on the conference website with a link to your company's website.

### Plus complimentary

15% discount on a half page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.



**TOTAL INVESTMENT REQUIRED**  
**NZ\$2,000 + GST**

TWO ONLY

## MORNING OR AFTERNOON TEA

### Promotional opportunities

Acknowledgement of your company as the Morning or Afternoon Tea Sponsor prior to the morning or afternoon break.

Company logo on holding slides in plenary room.

Company logo placed prominently on catering tables during morning or afternoon tea break.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Acknowledgement of your company as the Morning or Afternoon Tea Sponsor on the conference website with a link to your company's website.

### Plus complimentary

25% discount on half page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.



**TOTAL INVESTMENT REQUIRED**  
**NZ\$3,000 + GST**

ONE ONLY

## COFFEE CART

### Promotional opportunities

Acknowledgement of your company as the Coffee Cart Sponsor at the opening of the conference.

Company logo on holding slides in plenary room.

Company logo placed prominently on coffee cart.

Company logo on printed conference material (excludes dinner menus, name tags and delegate bags).

Acknowledgement of your company as the Coffee Cart Sponsor on the conference website with a link to your company's website.

### Plus complimentary

25% discount on half page colour advertisement in the conference handbook.

Inclusion of company material in the delegate bag.



**TOTAL INVESTMENT REQUIRED**  
**NZ\$3,000 + GST**

## OTHER PROMOTIONAL OPPORTUNITIES

### Delegate Bag Insert

**\$700 + GST**

One insert in delegate bag (material to be supplied by company).

### Full page colour advertisement

Finished ad artwork to be supplied by company—**\$600 + GST**.

### Half page colour advertisement

Finished ad artwork to be supplied by company—**\$350 + GST**.

Finished artwork must be supplied by Friday 2 July 2021.

## TERMS AND CONDITIONS

1. Applications will be processed in the order they are received.
2. Applicants will be advised of the availability of the sponsorship package requested within two (2) working days of receipt of a completed application form.
3. The conference hosts and organisers will take all diligent care to fulfil the listed sponsorship commitments. Sponsorship benefits received will be those available at the time of application and stage of planning.
4. Sponsors are required to make the necessary payment by the 20th of the month following invoice.
5. All finished artwork for the conference brochure advertisements must be supplied prior to the advised deadline to ensure inclusion in the conference brochure.
6. All material for insertion into conference bags must be supplied to the venue at the address and time specified to ensure inclusion in the bags.
7. Sponsors are responsible for providing all their requirements such as banners, promotional and any other materials except those specified in the sponsorship confirmation letter.
8. Sponsors are responsible for the security of their own equipment and materials whilst at the conference.
9. Cancellation of sponsorship must be advised by written notice from the nominated sponsor contact and any payment received from the sponsor may be subject to an administration fee and reimbursement of any expenses incurred by the hosts and organisers in respect of the agreed sponsorship before being returned to the sponsor.
10. The hosts and organisers reserve the right to alter the conference programme without notice and cancel the conference.
11. Cancellation of the conference must be given in writing from the hosts or organisers to the sponsor. Any payment received from the sponsor may be subject to an administration fee and reimbursement of any expenses incurred by the hosts and organisers in respect of the agreed sponsorship before being returned to the sponsors.

## Sponsorship cancellation will be accepted on the following basis

### For packages

Prior to 4 June 2021—a full refund, less an administration fee of \$100 + GST and reimbursement of actual expenses incurred in respect of the chosen package.

After 4 June 2021—a full refund, less an administration fee of \$200 + GST and reimbursement of actual expenses incurred in respect of the chosen package.

### For advertisements

Prior to print cut-off date—a full refund less an administration fee of \$50 + GST.

After print cut-off date—no refund will be given after this date.

### For bag inserts

Full refund, less an administration fee of \$50 + GST.

## CONTACT

Red Meat Sector Conference  
PO Box 345  
Wellington 6140  
New Zealand

Tel: +64 4 495 8375  
Email: [conference@redmeatsector.co.nz](mailto:conference@redmeatsector.co.nz)  
[www.redmeatsector.co.nz](http://www.redmeatsector.co.nz)

### Conference Coordinators

**Beverley Dixon**  
Meat Industry Association

**Fiona Bowe**  
Beef + Lamb New Zealand Ltd

## SPONSORSHIP BENEFITS SUMMARY

Package	Amount (NZ\$ + GST)	Limited to	Naming rights	Speaker intro	Signage opportunity	Logo on holding slides	Logo on printed material	Logo and link on website	Bag inserts	Trade stand	Discount advertising	Comp. registration	Comp. dinner ticket
Principal	By negotiation	1	By negotiation	✓	✓	✓	✓	✓	✓	✓	100% Full	By negotiation	By negotiation
Gala Dinner	\$20,000	1	✓		✓	✓	✓	✓	✓	✓	100% Full	4	4
Welcome Cocktail Function	\$8,000	1	✓		✓	✓	✓	✓	✓	✓	50% Full	2	2
Pre-dinner Drinks	\$7,500	1	✓		✓	✓	✓	✓	✓	✓	50% Full	1	1
Delegate Bags	\$7,000	1	On bags			✓	✓	✓	✓	✓	50% Full	1	1
Name tag	\$5,500	1	On tags			✓	✓	✓	✓		50% Half		1
Conference Lunch	\$5,000	1	✓		✓	✓	✓	✓	✓	✓	50% Full	1	1
Gold	\$7,500	5		✓		✓	✓	✓	✓	✓	100% Half	2	2
Silver	\$4,500	unlimited				✓	✓	✓	✓	✓	50% Half	1	1
Bronze	\$2,000	unlimited				✓	✓	✓	✓		15% Half		
Morning Tea	\$3,000	1			✓	✓	✓	✓	✓		25% Half		
Afternoon Tea	\$3,000	1			✓	✓	✓	✓	✓		25% Half		
Coffee Cart	\$3,000	1			✓	✓	✓	✓	✓		25% Half		

