



New Zealand
College of Midwives
TE KĀRETI O NGĀ KAIWHAKAWHANAU KI AOTEAROA

2021 ŌTAUTAHĪ
Christchurch
Conference



Sponsorship and Exhibition Prospectus

16TH BIENNIAL
NATIONAL CONFERENCE



Te Pae
04 - 06 November

midwife.org.nz

Invitation to participate on behalf of

On behalf of the Organising Committee we take great pleasure in inviting you to support the 16th Biennial National Conference being hosted in:

Te Pae, Christchurch
04 - 06 November 2021

The Biennial National Conference brings together midwives, women and other interested participants from around New Zealand and overseas. The conference provides an ideal opportunity for providers or related trade and services to increase awareness of their products to a valuable key audience.

The conference will consist of plenary sessions, workshops to update knowledge and skills and time for delegates to socialise and exchange ideas. It provides a valuable forum for midwives to explore professional and practice issues.



A handwritten signature in black ink, appearing to read 'Alison Eddy'.

Alison Eddy

CEO, NEW ZEALAND
COLLEGE OF MIDWIVES



A handwritten signature in black ink, appearing to read 'Lesley Dixon'.

Lesley Dixon

ORGANISING
COMMITTEE CHAIR

Who will attend

New Zealand College of Midwives is proud that their Biennial Conference attracts the largest number of midwifery professionals within New Zealand. Expected numbers to attend the New Zealand College of Midwives 2021 Conference will be over 600 delegates, consisting of:

- + Self-employed midwives
- + Hospital based midwives
- + Consumers – women who have or will be giving birth
- + Midwifery educators
- + Midwifery students
- + Managers of Maternity Services, neonatal staff
- + Complementary health practitioners
- + Lactation consultants
- + Childbirth educators Allied health professionals: obstetricians, general practitioners, nurses

HOSTS



The New Zealand College of Midwives is the professional organisation for midwives, representing nearly 90% of practising midwives in New Zealand. Membership is voluntary and the College's midwife membership comprises both employed and self-employed midwives.

The College sets professional standards, provides continuing education for registered midwives and conducts the Midwifery Standards Review process for all practising midwives in New Zealand. It offers professional information, education and advice to women, midwives, District Health Boards, workforce unions, schools of midwifery and the Ministry of Health regarding midwifery and maternity issues. It provides the Midwifery First Year of Practice Program for new graduates under contract to the Ministry of Health.

In order to maintain its woman-centred focus, New

Zealand College of Midwives works in partnership with women by encouraging consumer membership and involvement in the development and maintenance of the midwifery profession. It makes places on all of its national and regional decision making committees for consumer membership and input. Current consumer groups who are members of the College's National Committee are Plunket, Parents Centre, Home Birth Aotearoa and Le Leche League. The College also works in partnership with Maori and Pacific membership, who have representation on the College's National Executive.

New Zealand College of Midwives is made up of 10 regional committees all autonomous but working in harmony with the College's overall objective to maintain maternity service quality and midwifery practice standards and support midwives to provide woman-centred care.

Sponsorship and exhibition opportunities

This prospectus outlines the sponsorship and exhibition opportunities available at the conference. Please take some time to review the packages and benefits and contact us if you need any clarification or further information. We are open to discussing your companies' personal promotional requirements and tailoring a package to meet your needs

New Zealand College of Midwives has previously been well supported by sponsoring and exhibiting companies. To show our appreciation for their support sponsors will be given the first opportunity to secure exhibition stands, followed by long term supporters of New Zealand College of Midwives. Those companies who wish to secure an exhibition site(s) as part of their

sponsorship package, will need to contact Nerida Ramsay, email: nzcom@composition.co.nz or phone: +64 3 3324537. Site allocation priority will be made to sponsors.

Exhibition site(s) will be allocated on a "first-in" basis, however prime sites will be reserved for key sponsors.

New Zealand College of Midwives reserves the right to decline sponsors if they do not fall into the New Zealand College of Midwives criteria. Sponsors and exhibitors may not assign, sublet or apportion the whole or any part of their sponsorship or exhibition space without the approval of the New Zealand College of Midwives.

Venue

TE PAE, CHRISTCHURCH



The venue for the New Zealand College of Midwives 2021 Conference is Te Pae.

Te Pae, is the world-class newly purpose-built venue centrally located in the city (within easy walking distance to accommodation options), opening to the river on one side and a central city park, there is plenty to do outside of the congress venue, but still appreciate the connection with nature.

Overview of the Programme



New Zealand
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TE KĀRETI O NGĀ KAIWHAKAWHANAU KI AOTEAROA

2021 ŌTAUTAHĪ
Christchurch
Conference

Thursday 04 November

Sponsors / Exhibitor pack in and set up from the afternoon.

Registrations open in the afternoon

Powhiri and Welcome Function

Friday 05 November

CONFERENCE DAY

1

Keynote address and
plenary sessions

Break out into concurrent sessions
and workshops

Conference Dinner in the evening

Saturday 06 November

CONFERENCE DAY

2

Keynote address and
plenary sessions

Break out into concurrent sessions
and workshops

Exhibitors to pack down
after afternoon tea

This information is only indicative and will be re-confirmed closer to the conference.

Principal Sponsor

\$15,000 + GST

This level of sponsorship will only be available to one organisation

BENEFITS INCLUDE:

PROFILE

- + Verbal acknowledgement as the Principal Sponsor at the commencement of each day by either the session chair or Conference MC
- + Two complimentary exhibition booths in a prime location
- + Company logo on the home page of the conference website, with a link to company's website
- + Company logo placed on the front cover of the Conference Handbook
- + Full page, back cover advertisement in the Conference Handbook (artwork to be supplied by sponsor)
- + 50 word profile of company or products, with contact details included in the Conference Handbook
- + Company logo placed on all conference signage
- + Naming rights to the Conference Dinner
- + Speaking opportunity for a five minute welcome during the Conference Dinner
- + The opportunity to display a banner at the dinner venue
- + Company logo printed on the menus and dinner tickets
- + The opportunity to include two pieces of promotional material and / or samples in the delegate satchels (samples must be approved by the New Zealand College of Midwives)
- + Opportunity to provide a seat drop to a plenary session
- + Acknowledgement in digital communications (website, email and social media)
- + Recognition as the Principal Sponsor on audio visual display at the conference
- + Half page advertisement in the New Zealand College of Midwives quarterly publication for half price. (Subject to approval by the New Zealand College of Midwives, artwork to be supplied by sponsor)

REGISTRATION

Four exhibition registrations which include attendance at the session, morning tea, afternoon tea, lunch, Powhiri and Welcome Reception

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Four complimentary tickets to the Conference Dinner, with the option of purchasing more tickets to have your own table

Major Sponsor

\$8,000 + GST

This level of sponsorship will only be available to a limited number of organisations

BENEFITS INCLUDE:

PROFILE

- + Verbal acknowledgement as a Major Sponsor by the Conference MC
- + Recognition as a sponsor on audio visual display at the conference
- + One complimentary exhibition booth
- + Company logo on the home page of the conference website, with a link to company's website
- + Company logo on sponsors banner
- + Half page, advertisement in the Conference Handbook (artwork to be supplied by sponsor)
- + 50 word profile of company or products, with contact details included in the Conference Handbook
- + The opportunity to include one piece of promotional material and / or samples in the delegate satchels (samples must be approved by the New Zealand College of Midwives)
- + The opportunity to profile the company's corporate identity in the venue during lunch, eg banners, napkins, table decorations, entertainment
- + 50 word profile on Conference social media promotion
- + Acknowledgement in digital communications (website, email and social media)

REGISTRATION

Two exhibitor registrations which include attendance at the sessions, morning tea, afternoon tea, lunch, Powhiri and Welcome Reception

.....
Two complimentary tickets to the Conference Dinner

Conference Satchels

\$5,000 + GST

This level of sponsorship will be only available to one organisation

BENEFITS INCLUDE:

PROFILE

- + Satchels with company name and logo overprinted on the satchel
- + Recognition as a sponsor on audio visual display at the conference
- + Verbal acknowledgement as a sponsor by the Conference MC
- + Company logo on the home page of the conference website, with a link to company's website
- + Quarter page advertisement in the Conference Handbook which is distributed on registration (art work to be supplied by sponsor)
- + 50 word profile of company or products, with contact details included in the Conference Handbook
- + Your company logo and acknowledgement as a Sponsor in the Conference Handbook
- + The opportunity to include promotional material and / or samples in the delegate satchels (samples must be approved by the New Zealand College of Midwives)
- + Acknowledgement in digital communications (website, email and social media)



Conference App

\$5,000 + GST

This level of sponsorship will be only available to one organisation

BENEFITS INCLUDE:

PROFILE

- + Company branding on the app which enables a delegate to view the most up to date conference programme and conference details
- + Recognition as a sponsor on audio visual display at the conference
- + Verbal acknowledgement as a sponsor by the Conference MC
- + Company logo on the home page of the conference website, with a link to company's website
- + Quarter page advertisement in the Conference Handbook which is distributed on registration (art work to be supplied by sponsor)
- + 50 word profile of company or products, with contact details included in the Conference Handbook
- + Your company logo and acknowledgement as a Sponsor in the Conference Handbook
- + The opportunity to include one piece of promotional material and / or samples in the delegate satchels (samples must be approved by the New Zealand College of Midwives)



Supporting Sponsor

\$3,800 + GST

BENEFITS INCLUDE:

PROFILE

- + One complimentary exhibition booth
- + Recognition as a sponsor on audio visual display at the conference
- + Company logo on the home page of the conference website, with a link to company's website
- + Quarter page advertisement in the Conference Handbook which is distributed on registration (art work to be supplied by sponsor)
- + Your company logo and acknowledgement as a Sponsor in the conference handbook
- + 50 word profile of company or products, with contact details included in the Conference Handbook
- + Your acknowledgment as a sponsor by the MC during the conference
- + The opportunity to include one piece of promotional material and / or samples in the delegate satchels (samples must be approved by the New Zealand College of Midwives)

REGISTRATION

Two exhibitor registrations which include attendance at the sessions, morning tea, afternoon tea, lunch, Powhiri and Welcome Reception



Advertisement in the Conference Handbook

\$1,000 + GST

Half page advertisement in the Conference Handbook (artwork supplied by sponsor)

Satchel Insert

\$500 + GST

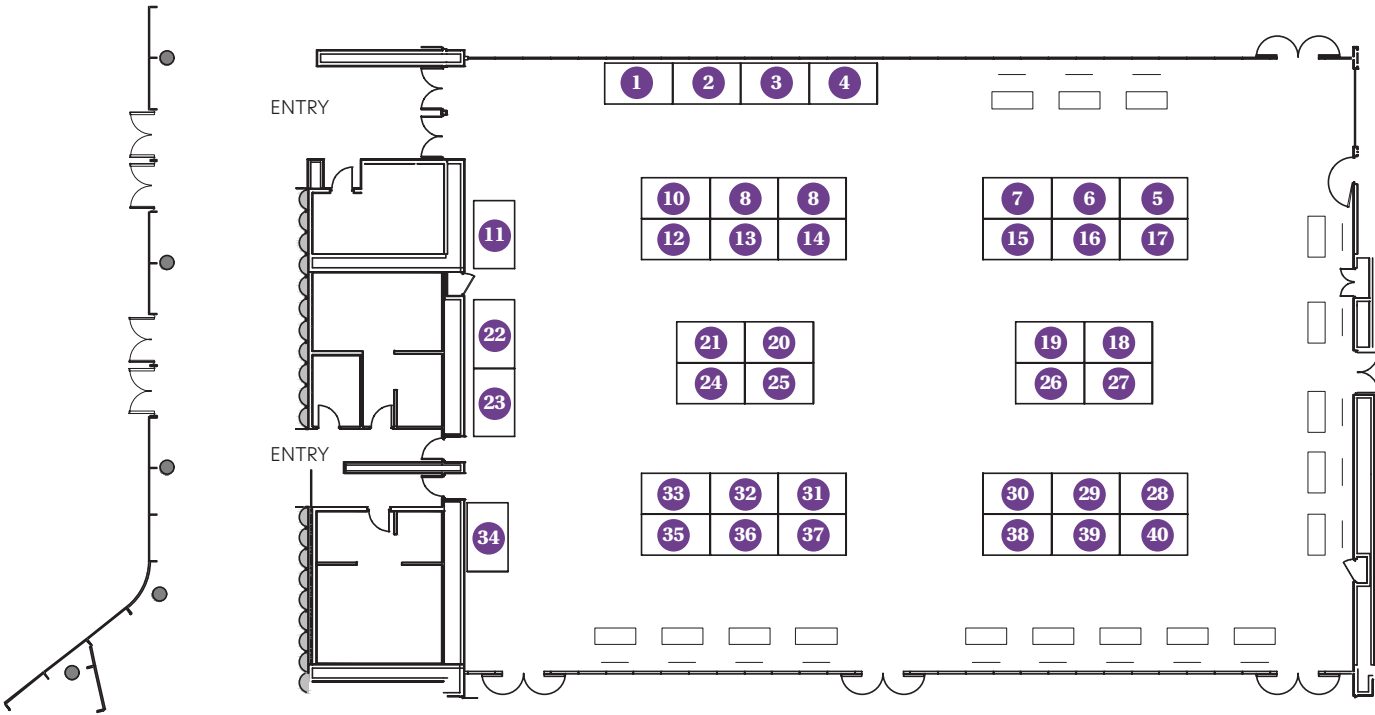
Upon arriving at the conference, every delegate receives a name badge and conference material, which includes a conference satchel. Opportunity to place promotional material, up to A4 size in the conference satchel (samples must be approved by the New Zealand College of Midwives).



Exhibition Opportunities

The Exhibition will be the hub for the New Zealand College of Midwives Conference where delegates will meet in the morning, as well as throughout the day between sessions.

Space will be allocated firstly to sponsors. Those companies who wish to secure an exhibition site(s) as part of their sponsorship package, or as an exhibitor, you will need to contact Nerida Ramsay, email: nzcom@composition.co.nz or phone: +64 3 3324537. Site allocation priority will be made to sponsors and remaining sites will be allocated on a “first-in basis.



NZCOM reserves the right to modify the floor plan to accommodate exhibition sales or change as necessary to avoid conflicts.

Exhibition Stand Price and Inclusions

Stand price: \$1,950 + GST

INCLUDED IN YOUR EXHIBITION STAND:

- + 3m back wall, by 1.8m side walls. Panels are 2.3m high (velcro compatible fabric)
- + Exhibitor registration for two company representatives, including a ticket to the Welcome Reception
- + Day catering for two company representatives
- + Opportunity to purchase tickets to the Conference Dinner
- + Clothed trestle table x 1, 2 chairs
- + Power – 10 amp supply with 4 plug multi-box and 12 x 150 watt spotlights
- + 50 word profile if company with contact details listed in the Conference Handbook

DRAFT TIMETABLE

Thursday 04 November

Exhibitor pack in during the afternoon. Powhiri and Welcome Reception in the evening within the exhibition.

Friday 05 November

First day of Conference, full day exhibiting and Conference Dinner in the evening.

Saturday 06 November

Second day of Conference, full day exhibiting, Presidents address and closing. Exhibitor pack down in the afternoon.

This information is only indicative and will be re-confirmed closer to the conference.

COMPANY REPRESENTATIVES

An allocation of two company representatives to man your exhibition stand is included in each exhibition stand you purchase. These passes include morning tea, afternoon tea, lunch, Powhiri and Welcome Reception. Additional passes may be purchased for company representatives at a discounted fee of \$270 incl GST for a full registration and \$105 incl GST for a day registration.

At least 4 months prior to the Conference a detailed Exhibitor Manual will be emailed.

Have you considered being a **Supporting Sponsor?**

Refer to page 10 for further information.

Small Business Table

Table Stand Price: \$850.00 + GST

INCLUDED IN YOUR TABLE STAND:

- + Exhibitor registration for one company representative
- + Day catering for one company representative
- + Clothed trestle table and chair x 1
- + Poster board x 1
- + 50 word profile of company with contact details listed in the Conference Handbook

The set up for the Small Business Table Stands area is one trestle table which will be clothed and allocated by the organisers. The stands do not include any partitions or power supply. Should you require any additional services these would be at your own cost.

CRITERIA TO APPLY FOR A SMALL BUSINESS TABLE STAND

Companies who would like to participate, must have a maximum of two full time employees to fit the criteria of this discounted exhibition opportunity. (This is for small New Zealand based companies does not include representatives from larger international companies who may have a Sales Representative in New Zealand)



Following the success of this conference; New Zealand College of Midwives is continuing to offer these tables to small businesses, **to support** them in exhibiting.

Terms and Conditions

SPONSORS AND EXHIBITOR

(including Small Business Tables)

- + New Zealand College of Midwives - Code of Practice
- + Sponsors and exhibitors must comply with the guidelines outlined in the most recent edition of the New Zealand College of Midwives Code of Practice and Advertising Guidelines, including any products or services advertised, displayed or offered at the conference.
- + All prices are quoted in New Zealand dollars and exclude GST (Goods and Services Tax - 15%).
- + Sponsorship packages and exhibition space will be allocated only on receipt of the booking form.
- + The payment for the stand must be received on the 20th of the month following the original invoice date. If full payment is not received by this date New Zealand College of Midwives reserves the right to re-assign your sponsorship or display space.
- + All payments should be made in New Zealand dollars, by credit card or bank transfer.
- + All payments must be received prior to the conference. No sponsor or exhibitor will be allowed to set up their exhibition stand if full payment has not been received.
- + Sponsors and exhibitors may not assign or sublet any part of their exhibition space without approval from New Zealand College of Midwives.
- + The Organising Committee may need to make changes to the floor plan, however changes will not be undertaken without discussion with the companies affected.

CANCELLATION POLICY

Cancellation of an exhibition stand will be accepted until Monday 06 September 2021 and will incur a cancellation fee of 25% of the total invoiced amount. No refunds will be given upon cancellation after Monday 06 September 2021.

**Book now,
don't miss out!**

For further information
or to confirm please email:
nzcom@composition.co.nz

See you there



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2021 ŌTAUTAHĪ *Christchurch* Conference

Contact Us

For further information or
to confirm your Sponsorship
or Exhibition please contact:

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midwife.org.nz