



Conference 2017 | Napier War Memorial Conference Centre May 17-19, 2017  
Customs Brokers and Freight Forwarders Federation of NZ Inc

## Partnership Opportunities



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### Who is CBAFF?

Customs Brokers and Freight Forwarders Federation of New Zealand Inc. (CBAFF), is the non-government organisation representing the interests of individuals, businesses and related services within the customs broking and freight forwarding industry, maintaining and developing key relationships and supporting the wider logistics environment in New Zealand. The Federation is proactive with key government agencies, fostering relationships to resolve issues critical to the success of our sector.

This places us in a unique position of being able to work closely with potential delegates, speakers and Partners to develop a programme that meets the needs of the industry in an ever changing global environment. As a result of continuous feedback we continue to develop our initiatives to align with the needs of our members such as 'Young Achiever of the Year'.



It is the aim of CBAFF to work with you, our Partners, to ensure you have maximum leverage from your involvement and contribution and to promote your involvement leading up to and beyond the conference.

### Unique Opportunities

The conference is being developed to provide the opportunity for those working within the sector to come together at the **ONLY** event of its kind nationwide held on an annual basis. We look to you, our Partners for your continued support at our event, reinforcing your strong presence.

The opportunity is to get your products and services in front of an engaged and captive audience:

- Exposure to key decision makers within the customs broking and freight forwarding industry and beyond
- The opportunity to re-connect with leaders and key influencers within the industry
- The environment to foster existing relationships and generate new contacts
- Time for networking, team building and location-specific activities with delegates
- Additional exposure to the CBAFF audience beyond just the conference

## Welcoming your Partnership

We thank all past and future Partners of the Customs Brokers and Freight Forwarders Federation of New Zealand Inc. (CBAFF) conferences and share with you the opportunities for the 2017 event.

Your support with this industry-leading event is key to providing an environment where all stakeholders in the customs broking and freight forwarding industry can meet. Representing the industry with aligned service segments for the betterment of service provision and business performance overall.

To be held in Napier, the 2017 CBAFF conference is expected to attract good attendance from industry segments such as Freight Forwarding, Customs Broking, Government, Training, and Recruitment amongst other providers.

## The Feedback

When planning the 2017 event, we asked our audience what they wanted from the next Customs Brokers & Freight Forwarders Federation Conference. They told us they wanted:

- *Sessions that provided a mix of industry, business and personal development*
- *Plenty of opportunities for networking - formal and informal*
- *A range of quality speakers with industry experience and fresh perspectives*
- *An opportunity to network at a 'Partners-only' session*

Partners are invited to an intimate networking session on the Wednesday evening preceding the main conference activities.

## The Invitation!

The Customs Brokers and Freight Forwarders Federation Conference will be held from 17-19 May, 2017 at the Napier War Memorial Conference Centre. We would like to invite you to help us make this event one to remember!

A range of Partnership opportunities and packages are outlined in this document. If you are interested in a partnership option that is not listed here, please don't hesitate to contact us and we can see how it can be included.

CBAFF hopes that you will be able to be a part of the 2017 event as we work towards our aim "to be *THE Transport Logistics Organisation for New Zealand*".

## Conference Partnership Packages

### Social Function Partnership Packages:

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### Non-specific Partnership Packages:

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Take advantage of these branding opportunities NOW! You are welcome to discuss individual requirements.

As the Welcome Function Partner your company will receive the following entitlements:

- Branding and naming rights of the Welcome Reception
- Opportunity to make a brief welcome address at Welcome Reception
- Display of pull-up banner(s) during Welcome Reception
- Verbal acknowledgement as a Partner during the Conference Sessions
- Your company logo on conference website, marketing emails & programme
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide one A4 insert or promotional item for inclusion in the delegate bags



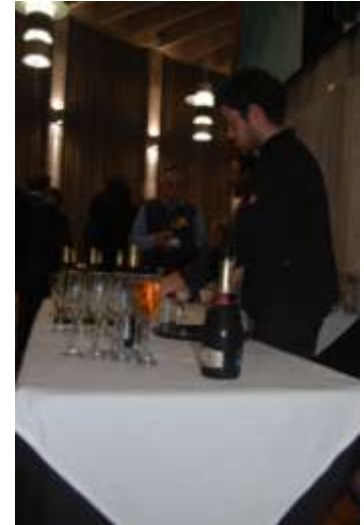
### Additional Benefits

- Two complimentary conference registrations including social events (excluding accommodation)
- Additional two complimentary tickets to attend the Conference Dinner on the Thursday evening (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- Display of pull-up banner in plenary room
- Delegate list supplied two weeks prior to conference
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



As the Pre-dinner drinks Partner your company will receive the following entitlements:

- Branding and naming rights of the Pre-dinner Drinks function
- Opportunity to make a brief welcome address at the Pre-dinner Drinks function
- Display of pull-up banner(s) during pre-dinner drinks session
- Verbal acknowledgement of your Partnership during the Conference Sessions
- Your company logo on conference website, marketing emails & programme
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide one A4 insert and/or promotional item for inclusion in the delegate bags



### Additional Benefits

- Two complimentary conference registrations including social events (excluding accommodation)
- Additional two complimentary tickets to attend the Conference Dinner on the Thursday evening (excluding accommodation)
- Display of pull-up banner in plenary room
- Delegate list supplied two weeks prior to conference
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



As the Conference Dinner Partner your company will receive the following entitlements:

- Recognition as the Conference Dinner Partner
- Naming rights to the conference dinner and branding on menus
- Acknowledgement of partnership in the Conference Programme
- Prominent positioning of your company logo on conference website, marketing emails to conference delegates
- Verbal acknowledgement of your partnership during the opening Conference Session and the dinner event
- Opportunity to make a brief welcome address at the dinner event
- On screen recognition of partnership through logo loop in plenary room



### Additional Benefits

- Three complimentary conference registrations including social events (excluding accommodation)
- Additional three complimentary tickets to attend the Dinner on the Thursday evening (excluding accommodation)
- Display of pull-up banner in plenary room
- Opportunity to provide one A4 insert and/or promotional item for inclusion in the delegate bags
- Delegate list supplied two weeks prior to conference
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



As the Conference Dinner Beverages Partner your company will receive the following entitlements:

- Recognition as the Conference Dinner Beverages Partner
- Naming rights as Conference Dinner Beverages partner and branding on beverage table talkers
- Prominent positioning of your company logo on conference website, marketing emails & programme
- Verbal acknowledgement of your partnership during the opening Conference Session and the dinner event
- On screen recognition of partnership through logo loop in plenary room

### **Additional Benefits:**

- Two complimentary conference registrations including social events (excluding accommodation)
- Additional two complimentary tickets to attend the Conference Dinner on the Thursday evening (excluding accommodation)
- Display of pull-up banner in plenary room
- Opportunity to provide up to one A4 insert and/or promotional item for inclusion in the delegate bags
- Delegate list supplied two weeks prior to conference
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.





As the Conference Dinner Entertainment Partner your company will receive the following entitlements:

- Recognition as a Partner
- Branding and naming rights as Conference Dinner Entertainment partner and branding on the lecturn
- Opportunity to make a brief address and introduce the entertainment
- Prominent positioning of your company logo on conference website, marketing emails & programme
- Verbal acknowledgement of your partnership during the opening Conference Session and the dinner event
- On screen recognition of partnership through logo loop in plenary room



### Additional Benefits:

- Two complimentary conference registrations including social events (excluding accommodation)
- Additional two complimentary tickets to attend the Conference Dinner on the Thursday evening (excluding accommodation)
- Display of pull-up banner in plenary room
- Opportunity to provide up to one A4 insert and/or promotional item for inclusion in the delegate bags
- Delegate list supplied two weeks prior to conference
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



As the AV Partner your company will receive the following entitlements:

- Acknowledgement of Partnership in the Conference Programme
- Your logo displayed on all CBAFF slides (excludes speaker presentations and specific Partner slides)
- Your logo/signage on the front of the AV booth in plenary room
- Prominent positioning of your company logo on conference website, marketing emails to conference delegates
- Verbal acknowledgement of your Partnership during the Conference Sessions
- On screen recognition of Partnership through logo loop in plenary room

### **Additional Benefits**

- Three complimentary conference registrations including social events (excluding accommodation)
- Additional three complimentary tickets to attend the Pre-dinner drinks and Dinner on the Thursday evening (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- Display of pull-up banner in plenary room
- Opportunity to provide one A4 insert and/or promotional item for inclusion in the delegate bags
- Delegate list supplied two weeks prior to conference
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



As the Venue Partner your company will receive the following entitlements:

- Acknowledgement of Partnership in the Conference Programme
- Opportunity to give the 10 minute Conference Welcome Address - officially opening the conference and welcoming delegates to Napier
- Your logo displayed on all CBAFF slides (excludes speaker presentations and specific Partner slides)
- Prominent positioning of your company logo on conference website, marketing emails to conference delegates
- Verbal acknowledgement of your Partnership during the Conference Sessions
- On screen recognition of Partnership through logo loop in plenary room

### **Additional Benefits**

- Three complimentary conference registrations including social events (excluding accommodation)
- Additional three complimentary tickets to attend the Dinner on the Thursday evening (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- Display of pull-up banner in plenary room
- Opportunity to provide one A4 insert and/or promotional item for inclusion in the delegate bags
- Delegate list supplied two weeks prior to conference
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



As the Conference Satchel Partner your company will receive the following entitlements:

- Recognition as our Conference Satchel Partner
- Your company logo on conference website, marketing emails & programme
- Sole Partner branding of satchels with CBAFF endorsement
- Verbal acknowledgement as a Partner during the opening Conference Session
- Display of pull-up banner in trade area
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide one A4 insert or promotional item for inclusion in the delegate bags



### Additional Benefits

- Two complimentary conference registrations including social events (excluding accommodation)
- Additional two complimentary tickets to attend the Conference Dinner on the Thursday evening (excluding accommodation)
- Display of pull-up banner in plenary room
- Delegate list supplied two weeks prior to conference
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



As the Friday Afternoon Activity Partner your company will receive the following entitlements:

- Recognition as our Afternoon Activity Partner
- Your company logo on conference website, marketing emails & programme
- Naming rights to the all 3x afternoon activities
- Additional two (2) Complimentary tickets to attend the afternoon activity event OR Conference Dinner on the Thursday evening (excluding accommodation)
- Verbal acknowledgement as a Partner during the opening Conference Session
- Display of pull-up banner in trade area
- Opportunity to make a brief welcome address at the activity venues
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide one A4 insert or promotional item for inclusion in the delegate bags



### Additional Benefits

- Two complimentary conference registrations including social events (excluding accommodation)
- Additional two complimentary tickets to attend the Conference Dinner on the Thursday evening (excluding accommodation)
- Display of pull-up banner in plenary room
- Delegate list supplied two weeks prior to conference
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



As a Keynote Speaker Partner your company will receive the following entitlements:

- Recognition as a Keynote Speakers Partner
- Branding and naming rights as a Guest Speaker Partner and branding on the lecturn
- Opportunity to make a brief address and introduce the guest speaker
- Prominent positioning of your company logo on conference website, marketing emails & programme
- Verbal acknowledgement as a Partner during the opening Conference Session
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide up to one A4 insert and/or promotional item for inclusion in the delegate bags

### Additional Benefits

- Two complimentary conference registrations including social events (excluding accommodation)
- Additional two complimentary tickets to attend the Conference Dinner on the Thursday evening (excluding accommodation)
- Display of pull-up banner in plenary room
- Delegate list supplied two weeks prior to conference
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- One Trade Display table (table and chairs)
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website
- Placement of logo with link to your website at the bottom of the CBAFF e-newsletter for up to 12 months
- Opportunity for article to appear in the CBAFF newsletter once in a calendar year.



## Name Badges & Lanyards

Price: \$3,000 + GST

As the Name Badge & Lanyard Partner your company will receive the following entitlements:

- Recognition as our Name Badges & Lanyards Partner
- Your company logo on conference website, marketing emails & programme
- Your company will have sole branding ownership of both badges and lanyards as worn by all delegates for the duration of the conference
- Verbal acknowledgement as a Partner during the opening Conference Session
- Display of pull-up banner in trade area
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide one A4 insert or promotional item for inclusion in the delegate bags



### Registrations:

- One complimentary conference registrations including social events (excluding accommodation)
- Additional complimentary ticket to attend the Welcome Function on the Wednesday evening (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)

## Conference Shirts

Price: \$3,000 + GST

As the Conference Shirt Partner your company will receive the following entitlements:

- Recognition as our Conference Shirts Partner
- Your company logo on conference website, marketing emails & programme
- Your company will have the opportunity to provide polo shirts branded with both logos, available to be worn by all delegates for the duration of the conference (we will confirm sizes required upon registration of each delegate)
- Verbal acknowledgement as a Partner during the opening Conference Session
- Display of pull-up banner in trade area
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide one A4 insert or promotional item for inclusion in the delegate bags

### Registrations:

- One complimentary conference registrations including social events (excluding accommodation)
- Additional complimentary ticket to attend the Welcome Function on the Wednesday evening (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)

## Lunch Partner (x2 available)

Price: \$3,000 + GST

As the Lunch Partner your company will receive the following entitlements:

- Recognition as a Lunch Partner
- Branding and naming rights of Lunch for one session
- Verbal acknowledgement as a Partner during the opening Conference Session
- Your company logo on conference website, marketing emails & programme
- Opportunity to make a brief welcome address at the lunch session
- Display of pull-up banner during session
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide one A4 insert or promotional item for inclusion in the delegate bags

### Registrations:

- One complimentary conference registrations including social events (excluding accommodation)
- Additional complimentary ticket to attend the Welcome Function on the Wednesday evening (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)

## Morning or Afternoon Tea Partner (x3 available)

Price for 1: \$2,000 + GST

Price for 3: \$5,000 + GST

As a Morning/Afternoon Tea Partner your company will receive the following entitlements:

- Recognition as a Morning/Afternoon Tea Partner
- Branding and naming rights of morning tea for one session
- Your company logo on conference website & programme
- On screen recognition of Partnership through logo loop in plenary room
- Display of pull-up banner during Morning Tea session



### Registrations:

- One complimentary conference registration including social events (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)



## Arrival Tea & Coffee Partner (x3 available)

Price for 1: \$1,500 + GST

Price for 3\*: \$3,000 + GST

As the Arrival Tea & Coffee Partner your company will receive the following entitlements:

- Recognition as a Tea & Coffee Partner
- Branding and naming rights of Arrival Tea and Coffee for one session
- Your company logo on conference website & programme
- On screen recognition of Partnership through logo loop in plenary room
- Registrations at half the listed full delegate rate (non-earlybird rate)

\*If you Partner for all 3x arrival tea & coffees, this package will include the following additional benefits:

- One complimentary conference registrations including social events (excluding accommodation)
- Additional complimentary ticket to attend the Welcome Function on the Wednesday evening (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)

## Drink Bottles Partner

Price: \$2,500 + GST

As the Drink Bottle Partner your company will receive the following entitlements:

- Recognition as our Drink Bottles Partner
- Your company logo on conference website & programme
- Branding on conference drink bottles
- On screen recognition of Partnership through logo loop in plenary room

### Registrations:

- One complimentary conference registration including social events (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)



## Keep-Cups Partner

Price: \$2,500 + GST

As the Keep-Cups Partner (plastic reusable take-away coffee cups) your company will receive the following entitlements:

- Recognition as our Keep-Cups Partner
- Your company logo on conference website & programme
- Branding on conference Keep-Cups
- On screen recognition of Partnership through logo loop in plenary room



### Registrations:

- One complimentary conference registration including social events (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)

## Conference Pens & Notepads Partner

Price: \$2,500 + GST

As the Conference Pen Partner your company will receive the following entitlements:

- Recognition as our Pens & Notepads Partner
- Your company logo on conference website & programme
- Your company will have sole branding ownership of conference pens and notepads displayed on tables
- On screen recognition of Partnership through logo loop in plenary room
- Registrations at half the listed full delegate rate (non-earlybird rate)



### Registrations:

- One complimentary conference registration including social events (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)

## Gold Partner

Price: \$6,000 + GST

As one of our Gold Partners your company will benefit from the highest level of exposure and representation including the following entitlements:

- Acknowledgement of Partnership in the Conference Programme
- Prominent positioning of your company logo on conference website, marketing emails to conference delegates
- Verbal acknowledgement of your Partnership during the Conference Sessions
- On screen recognition of Partnership through logo loop in plenary room
- Three complimentary conference registrations including social events (excluding accommodation)
- Additional two complimentary tickets to attend the Conference Social Functions
- Additional registrations at half the listed full delegate rate (non-earlybird rate)
- Opportunity to provide one A4 insert and/or promotional item for inclusion in the delegate bags
- Delegate list supplied two weeks prior to conference
- One Trade Display table (table and chairs) or display of pull-up banner in Trade Area
- Placement for organisational logo on the home page of the CBAFF website for up to 12 months with link to website

## Silver Partner

Price: \$4,000 + GST

As one of our Silver Partners your company will benefit from the highest level of exposure and representation including the following entitlements:

- Acknowledgement of Partnership in the Conference Programme
- Your company logo on conference website, marketing emails to conference delegates
- Verbal acknowledgement of your Partnership during the Conference Sessions
- On screen recognition of Partnership through logo loop in plenary room
- Opportunity to provide one A4 insert and/or promotional item for inclusion in the delegate bags
- Two complimentary conference registrations including social events (excluding accommodation)
- Additional registrations at half the listed full delegate rate (non-earlybird rate)



## Bronze/Trade Stand Partner

Price: \$3,000 + GST

As one of our Bronze/Trade Stand Partners your company will benefit from the highest level of exposure and representation including the following entitlements:

- Your company logo on conference website & programme
- On screen recognition of Partnership through logo loop in plenary room
- One Trade Display table (table and chairs)
- Opportunity to provide one A4 insert or promotional item for inclusion in the delegate bags



### Additional Benefits:

- One complimentary conference registration including social events (excluding accommodation)
- Additional complimentary ticket to attend Social Functions
- Additional registrations at half the listed full delegate rate (non-earlybird rate)

## Satchel Insert

Price: \$1,000 + GST

As a Satchel Insert Partner your company will receive the following entitlements:

- Your company logo on conference website and programme
- Opportunity to provide one A4 insert or promotional item for inclusion in the delegate bags
- Registrations at half the listed full delegate rate (non-earlybird rate)

## Partnership Contact

### Laura Jenkins

Marketing, Communications & Events Executive

Customs Brokers & Freight Forwarders Federation of New Zealand

Tel: 09 419 0042

Fax: 09 419 0059

Email: [laura@cbaff.org.nz](mailto:laura@cbaff.org.nz)

Web: [www.cbaff.org.nz](http://www.cbaff.org.nz)