



27th CBAFF Conference  
13-15 September 2023  
The James Cook Hotel, Wellington

# SPONSORSHIP PROSPECTUS

Customs Brokers and Freight Forwarders of New Zealand

CBAFF is pleased to invite you to support the CBAFF 2023 “the BIG picture” 27<sup>th</sup> annual conference. Sponsoring our event provides a unique opportunity for your organisation to highlight your role, commitment, and support of the NZ logistics sector. The success of our conference greatly depends on the sponsorship of organisations such as yours, and once again we are counting on you to make this industry event the one to remember.

Our conference aims to celebrate, connect and transfer knowledge between the many individuals and organisations who contribute to our sector. Addressing challenges upfront, inspiring and facilitating connections will once again be the conference agenda priorities and we cannot wait to collaborate with you in delivering value.

This year we are conferencing in Wellington and are expecting to attract 200 delegates from our membership and stakeholder groups, providing a fantastic opportunity to showcase your business.

We look forward to welcoming you in September!

For further information about the sponsorship and advertising opportunities outlined in this prospectus, please contact [conference@cbaff.org.nz](mailto:conference@cbaff.org.nz)

Sincerely,

CBAFF organising committee.

## Sponsorship opportunities

CBAFF conference 2023 has developed a range of sponsorship opportunities to suit a variety of budgets and marketing efforts. These are offered on a first come first served basis, so please book early to avoid disappointment.

### Why sponsor?



90% Full delegate  
(attending the  
majority of the  
conference)



Excellent return  
on investment



78% Attend for  
the event  
networking value



Variety and  
quality of  
speakers and  
topics



International  
attendance



60%  
of delegate are  
At executive  
level



93% of surveyed  
interested in  
returning

### **But don't take our word for it...**


"The event was well organised with key executives' speakers/presenters".

"The conference app was great!".

"I really liked ... pretty much all of it!".

"I liked the networking session, it worked well".

"Getting us involved with speed dating from the start, what a great idea".

	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Gold Plus</b>	<b>Platinum</b>	<b>Diamond</b>
	10 Available	3 Available	2 Available	1 Available	4 Available	2 Available
	\$3,500.00*	\$4,800.00*	\$7,300.00*	\$8,000.00*	\$10,000.00*	\$20,000.00*
Sponsor logo displayed at the registration desk	YES	YES	YES	YES/ Lanyards	YES	YES
Promotional Opportunity						
Additional dinner invitation						
Banner ad on conference app						
Delegate list						
Sponsor logo on CBAFF website		3 Months	3 Months	3 Months	6 months	12 months
Full registrations		1	1	2	2	4
Trade display			1	1	1	1
Banner display in plenary area				1	1	2
Banner in registration area	<b>Additional Opportunities</b> <b>Conference promo item</b> \$750.00 Per item * 				1	2
Communication to members					1	2
Branding name rights	<b>Table discussion</b> \$1,000.00 Non-Members * \$600.00 Members * 				Workshop/ Welcome Cocktail/Coffee Stations/Badges	Gala Dinner/Keynote
Logo on conference artwork					YES	YES
Push notifications	<b>Trade display</b> \$2,200.00 * 					2
Table discussion						1

\*All prices are in NZD and exclude GST

<b>Diamond - 2 x available</b>	
Four full complimentary registrations (excludes accommodation)	Four full complimentary registrations (excludes accommodation)
Four additional complimentary tickets to attend the Gala Dinner	Four additional complimentary tickets to attend the Gala Dinner
One Trade Display booth	One Trade Display booth
Conference Gala dinner Sponsor – Shed 5 Queens Wharf Wellington	Conference keynote speakers Sponsor – Economist Cameron Bagrie*
Display of two pull-up banners one in the plenary space and one at Gala venue	Display of two pull-up banners one in the plenary space and one at Conference venue entrance hall
Opportunity to provide up to one promotional item (please see options below)	Opportunity to provide up to one promotional item (please see options below)
Delegate list supplied two weeks prior to the conference	Delegate list supplied two weeks prior to the conference
Verbal acknowledgement of your sponsorship during the opening and closing conference sessions	Verbal acknowledgement of your sponsorship during the opening and closing conference sessions
Prominent positioning of your company logo on conference website, marketing emails & programme	Prominent positioning of your company logo on conference website, marketing emails & programme
Placement of company logo on the home page of the CBAFF website for up to 12 months with a link to company website	Placement of company logo on the home page of the CBAFF website for up to 12 months with a link to company website
Two targeted communications to CBAFF members sent prior or following the conference (content to be provided by sponsor)	Two targeted communications to CBAFF members sent prior or following the conference (content to be provided by sponsor)
Sponsor content on the attendee list – Feature on home page (video/documents and or links)	Sponsor content on the attendee list – Feature on home page (video/documents and or links)
Two Push Notification to go out to attendees during the conference	Two Push Notification to go out to attendees during the conference
<b>SOLD</b>	<b>AVAILABLE</b>
Selling Price	\$20,000.00 Excl GST

\*See conference keynote speaker information below

<b>Platinum - 4 x available</b>	
Two Full complimentary conference registrations (excludes accommodation)	✓
One additional complimentary ticket to attend the Gala Dinner	✓
One Trade Display booth	✓
Display of 1 pull-up banner in the plenary space	✓
Opportunity to provide up to one promotional item (please see options below)	✓
Delegate list supplied two weeks prior to the conference	✓
Verbal acknowledgement of your sponsorship during the opening and closing conference sessions	✓
Prominent positioning of your company logo on conference website, marketing emails & programme	✓
Placement of company logo on the home page of the CBAFF website for up to 6 months with a link to company website	✓
One targeted communication to CBAFF members sent prior or following the conference (content to be provided by sponsor)	✓
Sponsor content on the attendee list – Feature on home page (video/documents and or links)	✓
One Push Notification to go out to attendees during the conference	✓
Verbal acknowledgement of sponsorship at start of all catering breaks throughout the day	✓
<b>In addition, please choose one of the following options:</b>	
Welcome reception Sponsor	SOLD
Working lunch sponsor	AVAILABLE
Coffee stations sponsor	AVAILABLE
Badges sponsor	AVAILABLE
<b>Selling price</b>	<b>\$10,000.00 Excl GST</b>

<b>Gold Plus - 1x available</b>	
2 Full complimentary conference registration (excludes accommodation)	
One trade Display booth	
One additional complimentary ticket to attend the Conference Dinner	
Conference lanyards sponsor	
Display of one pull-up banner at registration desk/or plenary	
Opportunity to provide up to one promotional item (please see options below)	
Delegate list supplied two weeks prior to the conference	
Prominent positioning of your company logo on conference website, marketing emails & programme	
Placement of company logo on the home page of the CBAFF website for up to 6 months with a link to company website	
Sponsor content on the attendee list – Feature on home page (video/documents and or links)	
One Push Notification to go out to attendees during the conference	
Verbal acknowledgement of your partnership during the opening and closing conference sessions	
Company logo displayed at registration monitor on loop	
<b>SOLD</b>	
<b>Selling price</b>	

<b>Gold 2 x available</b>	
One Full complimentary conference registration	✓
	2 x Conference lunch Sponsor
One additional complimentary ticket to attend the Conference Dinner	✓
One trade Display booth	✓
Display of one pull-up banner at conference	✓
Opportunity to provide up to one promotional item (please see options below)	✓
Delegate list supplied two weeks prior to the conference	✓
Prominent positioning of company logo on conference website, marketing emails & programme	✓
	AVAILABLE
<b>Selling price</b>	<b>\$7,300.00 Excl GST</b>

<b>Silver 3 x available</b>	
One Full complimentary conference registration	✓
Opportunity to provide up to one promotional item (please see options below)	✓
One additional complimentary ticket to attend the Conference Dinner	✓
Display of one pull-up banners at conference	✓
Delegate list supplied two weeks prior to the conference	✓
Sponsor content on the attendee list – Feature on home page (video/documents and or links)	✓
Prominent positioning of company logo on conference website, marketing emails & programme	✓
Company logo displayed at registration monitor on loop	✓
<b>AVAILABLE</b>	
<b>Selling price</b>	<b>\$4,800.00 Excl GST</b>

<b>Bronze 10 x available</b>	
One Full complimentary conference registration (excludes accommodation)	
One Additional complimentary ticket to attend the Conference Dinner	
Display of one pull-up banners at conference	
Company logo displayed at registration monitor on loop	
Opportunity to provide up to one promotional item (please see options below)	
<b>AVAILABLE</b>	
<b>Selling price</b>	<b>\$3,500.00 Excl GST</b>

\*All prices are in NZD and exclude GST

<b>Trade Display booth only available @</b>	<b>\$2,200.00 Excl GST</b>
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# Promotional items

## Option 1



### **No swag ? Know why**

Instead of gifting what people don't want and don't need, lets us donate your contribution to a charity of your choice

We will communicate your donation at conference

**#stoptheswag #changemakers**

## Option 2

CBAFF aims to carry forth a sustainable theme to their conference.

We support the #stoptheswag campaign and are delighted to provide you with the opportunity to donate to a charity of your choice instead of investing in promotional items. We will communicate your brand widely in the giving program, demonstrating a positive contribution and breathe some goodness throughout our industry event.

Should you opt to gift a promotional item for the conference bag, it can be sourced by CBAFF or by you as long as it integrates either social, environmental and/or sustainable dimensions. Talk to us about your options at [conference@cbaft.org.nz](mailto:conference@cbaft.org.nz)

## Premium meeting room included

All our sponsors have access to a dedicated meeting room on the conference floor. Please note you will need to book prior to the event to secure your meeting time or check on the day at registration.

If you would like to book a time, please liaise with [conference@cbaff.org.nz](mailto:conference@cbaff.org.nz) and we will secure it for you.

## Conference app

Each time an attendee requires information about the conference, if they have a mobile device, they will open the app.

As your sponsorship package allows, your company will be in the spotlight the entire conference with banner ads running on screen app, driving traffic to both your online and on-site presence.

## Pre-event Marketing

All our sponsors will receive:

- A short description of your organisation, your logo, and a short conference message featured in our newsletter to members prior to the conference.
- Logo and link on the conference website.
- Promotion on our social media platform.

## À la Carte opportunities

Meet your marketing objectives. CBAFF sponsors have exclusive access to à la carte options to complement and customize package or design a package that suits you best. These include arrival experience branded transport (be the first or last thing attendees see, conference giant frame photo op, sponsor charging stations ....

## Access to negotiated accommodation rates

The conference organiser has negotiated access to discounted rates at the James Cook Hotel (conference venue) and the neighbouring Novotel and Ibis Hotels. Please liaise with [conference@cbaff.org.nz](mailto:conference@cbaff.org.nz) to get your reservation code.

## Conference Dinner

The conference dinner will be held at Shed 5 Wellington's premier Seafood restaurant, on the waterfront. The venue is 5 minutes walking distance from the James Cook hotel although coaches will be available. The Young Logistics Professional Awards 2023 ceremony will take place during the evening.

# Terms and conditions

## The following terms and conditions apply to your sponsorship and/or exhibit.

You/Your – Sponsoring / Exhibition company/organisation. We/Us/Our – Customs Brokers and Freight Forwarders Federation of New Zealand.

By returning the completed and signed Application to Sponsor or Exhibit form (the "Application Form") you agree to be a sponsor of The CBAFF Annual Conference being held at the James Cook Hotel, Wellington from 13 to 15 of September 2023 on the terms and conditions set out below, from the date that the Application Form is signed by You until the end of the Event Period.

We reserve the right to refuse or deny any application. When Your application has been received and is accepted by Us, we will send You an email confirmation and attach an invoice for the total payment amount (as recorded on the Application Form). Our confirmation email amounts to an acceptance by Us of Your offer to sponsor. Once We confirm acceptance of Your application, there is a binding agreement between You and Us unless cancelled in accordance with these terms and conditions.

Your requested category of sponsorship may be limited to a certain number of sponsors and preference will be determined in order of receipt of the signed Application Form and payment. CBAFF will notify You if You are unable to participate in Your requested category. We shall have control over selecting the invitees to the event and the selection of any speakers, presenters, or authors. Details of the event may change without notice. Please refer to the event website for the latest information.

**General:** You will be informed of all deadlines for the provision of information or materials by way of email updates and updates to the event website. The deadlines for delivery or supply of materials, information or artwork are not negotiable. If materials, information, or artwork required from You are not received by Us 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. Due to privacy legislation, we cannot guarantee the inclusion of all event participants' details on any delegate list. Sponsors and exhibitors are not entitled to entry into the event sessions or social events unless the relevant tickets are offered as part of the particular sponsorship package. Sponsors and exhibitors who do not hold tickets as part of their sponsorship package and who wish to attend the event as a delegate must complete the appropriate registration form online and pay the applicable registration fee.

**Finance:** All prices exclude GST and are quoted in New Zealand Dollars. The total payment must be made in full within thirty (30) working days of the date of our invoice. Sponsorship entitlements as set out in the relevant sponsorship prospectus will not commence until the total payment has been received in full. If the total payment is not received within thirty (30) working days of the date of our invoice, We reserve the right to cancel the application and the designated sponsorship/exhibition space may be reassigned. If You pay by electronic funds transfer or an international cheque You agree to pay any bank charges and must include these in the amount You transfer.