



# Invitation to Industry Sponsorship and Exhibition

**Radio Frequency Users Association of New Zealand Annual Conference  
TE PAPA, WELLINGTON, 14th & 15th May 2012**

## Meet . Learn . Network

## Who are RFUANZ

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The Radio Frequency Users Association of New Zealand (RFUANZ) is a non-profit organisation whose membership ranges from Local Government Authorities, Transport Operators, Consultancy, Radio Dealers, Radio Network Operators to private individuals.

The prime function of RFUANZ is to:

- **PROTECT**  
The rights of organisations and individuals who require access to the Radio/Wireless Spectrum to maintain and support their business.
- **PROMOTE**  
The Wireless Spectrum is a finite resource and under constantly increasing pressure from competing interests.
- **PRESERVE**  
Provides a collective voice that is recognised in Government circles, for member organizations and users throughout New Zealand, that depends on equitable and fair access to the radio/wireless spectrum.

This conference has become a “must attend” event for

- Any organisation who uses/ or operates the radio spectrum
- Any supplier selling into the radio communications industry
- All dealers & users of two way radio services.

It is for these reasons that RFUANZ has become a vital addition to the calendar of those that take part.

## Proposed Timetable for 2012

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The following provides an outline of how the two-day Conference will take place. Please note that this may change.

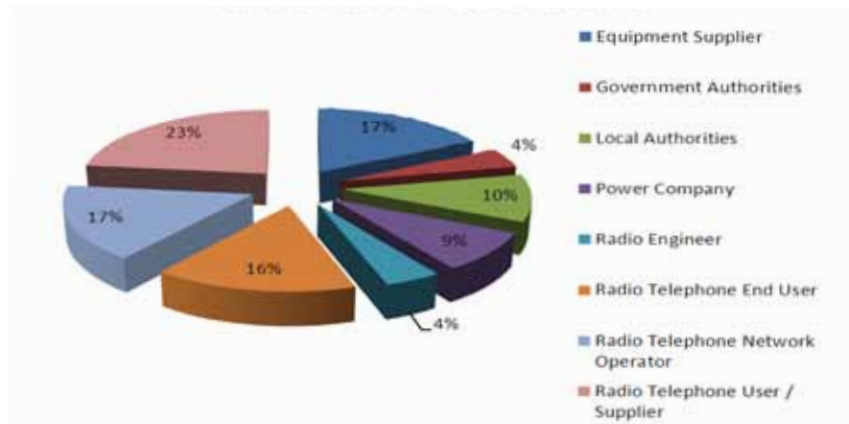
**Day One:** AGM and visit from the Ministry of Economic Development

**Day Two:** Trade Show Exhibition, as well as Technical and Business stream presentations.

## Who Attends

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The graph below shows the different sectors within the two-way radio communication industry that attended the 2011 Conference and Exhibition



## Venue

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The RFUANZ Conference and Exhibition will be held at **Te-Papa in Wellington on the 14th and 15th of May 2012**. Te-Papa is located on 55 Cable Street Wellington - On the water front.

## Why Exhibit or Sponsor?

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If you run a business that sells products or services in the two-way radio industry this is a must attend event. It is the largest event of its kind in New Zealand and allows you to promote your company on a national stage. You have the opportunity to expose yourself to the largest captive audience of its type in New Zealand - appropriate and specific to your business.

All key manufacturers are now exhibiting and/or sponsoring this event. If you are not at this event you will be truly limiting your brand presence within the industry.

This year, our key objective is to attract more end user organisations to the event. We will make a significant effort to attract this market which will include Local Authorities and Councils, as well as Power Companies and many more.

There have been huge technological developments within the industry. The seminars will help you understand the major changes we face now and in the future and how they can impact your business. If you're not keeping up with what the competition is doing and their products and services, you will be left behind. RFUANZ allows your company to demonstrate itself on a national stage and generate positive brand exposure.

## Comments from previous Exhibitors and Attendees

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*"Excellent presentation by Ministry of Economic Development Staff - one of the real highlights of the conference! Worthwhile, and I will recommend Transpower attend again next year".*

John Wilson - Communications Engineer - Transpower New Zealand Ltd

*"It was evident to me that the RFUANZ has evolved into an effective and recognised force in the corridor of MOC and even Parliament".*

Bob Greer - Managing Director - Beech Communications Limited

*"A well co-ordinated exhibition with good exposure to influential industry users".*

Gary Ertel - Data Over Radio Limited

*"I can say that the conference was very well organised and I was blown away by the level of interest that Powerbox received. I have the event circled in my 2012 calendar and can say that Powerbox Pacific would like to exhibit at next year's conference".*

Alistair Jeffcoat - General Manager - Powerbox Pacific

*"As an exhibitor this is a great event for us and the most relevant place for us to be able to display RF equipment. We will definitely continue to support the event and it was great to see the trade area getting bigger and bigger".*

Lex Grubner - Managing Director - RF Test Solutions

## Your Opportunity

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The Radio Frequency Users Association of New Zealand (RFUANZ) conference and exhibition takes place on the 14th & 15th of May 2012. Since 1990, the event has helped to bring industry users, end users, dealers, manufacturers, government and other interest groups together with the aim of promoting efficient use of the radio spectrum.

As New Zealand's only radio conference and exhibition, it will provide your organisation with a unique platform to access a highly targeted and influential audience, throughout the duration of the conference.

The New Zealand Industry has not had an exhibition of this scale and through the growth and professionalism of the conference over the past few years, and with future improvements this year, this is a grand opportunity to promote your company.

Complete and return your booking form now to avoid disappointment.

## Sponsorship Packages

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Sponsorship opportunities for the RFUANZ Conference 2012 offer a unique and highly valuable opportunity to target key stakeholders, customers and users in New Zealand and abroad.

As a sponsor we will help you invite delegates of your choice to the event to ensure maximum exposure and appropriate attendance. Sponsors are able to optionally host a stand at the exhibition, with a preferred choice of position (subject to availability)\*\* and secure a speaker spot in agreement with the event organisers. Sponsors logos will be included in print and publicity material where the sponsors are credited. The printed materials will include your company logo on all publicity materials as follows:

- RFUANZ event web page with links
- Print advertising
- Electronic invitation
- Delegate and confirmation emails
- Print release
- Sponsor logos will be included in the holding PowerPoint slide produced and displayed on screen between seminars.

Sponsorship is limited to 1x Principal, 5 x Support Sponsors, 1 x Gala Dinner Sponsor and 1 x Pre Dinner Drinks Sponsor

Sponsorship will not be allocated by first in first served. All sponsorship applications must be submitted by **9am on Monday the 17th of October, 2011**. If we are over subscribed for sponsorship opportunities we will do an independent draw. If we have a large number of applicants to sponsor the event, we may add sponsorship categories to cater to the demand. These sponsorship opportunities will not conflict or undermine existing sponsors.

We want to organize sponsorship early so we can ensure maximum exposure for our sponsors. Creating a deadline for sponsorship applications will allow seven (7) months of exposure for our sponsors who are successful.

*\*Note that the Principal Sponsor will receive preferred placement of logos on publicity materials.*

*\*Stand cost is not included in the support sponsorship package.*

## Principal Sponsorship Package - one available

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***The Principal Sponsor package is valued at \$7,000 per event.***

Designed for the organisation looking to make a long lasting mark on the 2012 event.

Key Benefits:

- Signage opportunity where possible at all conference sessions (front of room, company to provide RFUANZ with a pull up banner in the presentation room)
- Conference sponsorship acknowledgement.
- Preferred placement and inclusion of sponsor logo in any published publicity (placed by RFUANZ).
- Company logo appearing on conference registration/promotional material. Brief Company profile, logo and hotlink included on the RFUANZ Event information pages on the website.
- Two complementary registration tickets to the two-day conference, including the industry dinner. (2 x \$125)
- Sponsorship acknowledgment at all breaks with your logo projected on the big screen.
- Two complementary stands, with preferential location as available.
- Opportunity to speak at the Day 1 Presentation.

## Support Sponsorship Package - five available

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### ***The support sponsorship package is valued at \$1500 per event***

This is an opportunity for sponsors to participate, with a reduced investment fee and full recognition of your participation and support.

Key Benefit:

- Signage opportunity where possible at all conference sessions. (rear of room, front reserved for principal sponsor. Company to provide RFUANZ with a pull up banner in the presentation room
- Conference sponsorship publicly acknowledged.
- Inclusion in any published publicity (placed by RFUANZ).
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- Two complementary registration tickets

## Dinner Sponsor - one available

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### ***The dinner sponsorship package is valued at \$3000***

- Signage opportunity at the Gala Dinner  
(Company to provide pull up banners to appear in Dining room).
- Acknowledgement and thanks from the host at the Networking dinner on Monday night and opportunity to speak at the Gala dinner.
- Conference sponsorship publicly acknowledged.
- Company logo appearing on conference registration/promotional material and website, including hotlink.
- Technical stream speaker spot if required, and subject to agreement with the event organisers.

## Pre-Dinner Drinks Sponsor - one available

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***The dinner sponsorship package is valued at \$1500***

- Conference sponsorship publicly acknowledged
- Company logo appearing on conference registration/promotional material and website including hotlink.

## Exhibition Opportunities

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***The exhibition opportunity package is \$750 per booth (members only).***

Sponsors are able to optionally host a stand at the exhibition, with a preferred choice of position (subject to availability). Alternatively, all current members are provided the option to book an exhibition booth, which will be granted on an "as available" basis

Monday 14th May      Exhibition open to the public from 9am – 5pm

Tuesday 15th May      Exhibition open to the public from 9am – 5pm

## To arrange your booth requirements

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Displayworks have been appointed the supplier for the exhibition. If you require booth equipment feel free to contact Nicole to arrange specific booth requirements or to get a copy of the Displayworks catalogue.

Nicole Espinosa

Ph 04 568 3992

Fax 04 589 2102

Mobile 021 412 618

Email [wgtn@displayworks.co.nz](mailto:wgtn@displayworks.co.nz)

## Application for Sponsorship and/or Exhibition Booth

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### TAKING UP SPONSORSHIP AND EXHIBITION BOOTHS

Exhibition Booth requests will be allocated in order of receipt of application forms and payment, and subject to availability. To secure your sponsorship and/or exhibition booth:

- Complete the application form below
- Enclose your 50% deposit (or direct credit)
- Forward your **application** and **deposit (if cheque)** to:

c/- Candice Van Dyk

For: The Radio Frequency Users Association of New Zealand Incorporated

PO Box 20332

Christchurch, 8543

New Zealand

*Please note that verbal bookings are not accepted.*

You can email your application to Sponsor and/or Exhibit to [admin@rfuanz.org.nz](mailto:admin@rfuanz.org.nz)

**Payment** may be made by:

- Bank transfer via **direct credit** to:

ANZ Masterton Branch

Account Number 01 0682 0155738 00

(please use your Company name as the payment reference

– or your invoice number if available).

*NB:* RFUANZ is not registered for GST. Any bank fees must be met by the sponsor.

Please note that the balance of 50% is payable no later than 1st of March 2012.

- If you have any questions please contact Candice on 021 549 412

## Application for Sponsorship and/or Exhibition Booth

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Company Name \_\_\_\_\_

Contact Name (s) \_\_\_\_\_

Contact Email (s) \_\_\_\_\_

Mobile \_\_\_\_\_

Work Phone (main) \_\_\_\_\_ Work Phone (DDI) \_\_\_\_\_

PO Box \_\_\_\_\_

Suburb \_\_\_\_\_ City and Postcode \_\_\_\_\_

## Application for Sponsorship and/or Exhibition Booth

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Please note that sponsorship applications close on Monday the 17th of October 2011.  
All applications will be put into a ballot and drawn by a non-committee member.  
You will be notified of the outcome.

We apply for sponsorship in accordance with the terms and conditions in this prospectus.

*Tick as appropriate*

Principal Sponsorship (\$7000) - One spot available only

Support Sponsorship (\$1500) - Five spots available only

Gala Dinner Sponsorship (\$3000) - One spot available

Pre -Dinner Drinks Sponsor (\$1500) - One spot available

We apply for an Exhibition stand in accordance with the terms and conditions in this prospectus.

*Tick as appropriate*

Principal Sponsorship – two complimentary stands  Free

I'm a current Member and would like to purchase a stand  \$750

I would like an extra stand (two stands maximum per company)  \$750

## Section two: Attendance at the Networking Dinner and Seminars

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Contact Name	Members Networking Dinner <i>(Tick if attending)</i>	AGM and Seminars Day One/Two <i>(Tick if attending)</i>	Conference and Gala dinner Package <i>(Tick if attending)</i>
_____	\$80 <input type="checkbox"/>	\$70 <input type="checkbox"/>	\$125 <input type="checkbox"/>
_____	\$80 <input type="checkbox"/>	\$70 <input type="checkbox"/>	\$125 <input type="checkbox"/>
_____	\$80 <input type="checkbox"/>	\$70 <input type="checkbox"/>	\$125 <input type="checkbox"/>
_____	\$80 <input type="checkbox"/>	\$70 <input type="checkbox"/>	\$125 <input type="checkbox"/>
_____	\$80 <input type="checkbox"/>	\$70 <input type="checkbox"/>	\$125 <input type="checkbox"/>
_____	\$80 <input type="checkbox"/>	\$70 <input type="checkbox"/>	\$125 <input type="checkbox"/>
_____	\$80 <input type="checkbox"/>	\$70 <input type="checkbox"/>	\$125 <input type="checkbox"/>
_____	\$80 <input type="checkbox"/>	\$70 <input type="checkbox"/>	\$125 <input type="checkbox"/>

*Please note that cost for attending the AGM and Seminars includes 2 x morning teas, 2 x working lunches and 2 x afternoon tea. We have put together an attractive package of \$125 to attend the Gala dinner on the Monday night as well as the 2 day Conference. The 2012 Gala dinner is not to be missed!*

### Payment

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I agree to pay a 50% deposit on the sponsorship and / or exhibition stand as follows:

Enter amount                    \$ \_\_\_\_\_

By Cheque                        \$ \_\_\_\_\_

By Direct Credit                \$ \_\_\_\_\_

Other (please note): \_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## Accommodation

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*There are a large number of hotels/apartments near Te-Papa if you choose not stay with the hotels listed below.*

### **The Amora Hotel**

The Amora Hotel, which is a two minute walk from Te-Papa has kindly offered a discounted rate to all RFUANZ Conference attendees as follows:

Deluxe Room	\$195.00 incl. GST	Room only
Deluxe Room	\$220.00 incl GST	Room with one breakfast
Club Room	\$255.00 incl. GST	Including Continental Breakfast

Please contact directly on: +64 4 471 5718 or [confadmin@wellington.amorahotels.com](mailto:confadmin@wellington.amorahotels.com)

These room rates are subject to availability and bookings must be made before Saturday 7th April 2012 to secure your room. If you would like to book with the Amora Hotel please contact Candice - She will send you the group booking form.

### **Museum Hotel**

The Museum Hotel, which is also a two minute walk from Te-Papa has also organised special deal for RFUANZ members.

Group Confirmation Number: 62784

Please quote confirmation number on check-in and ask for Jessie.

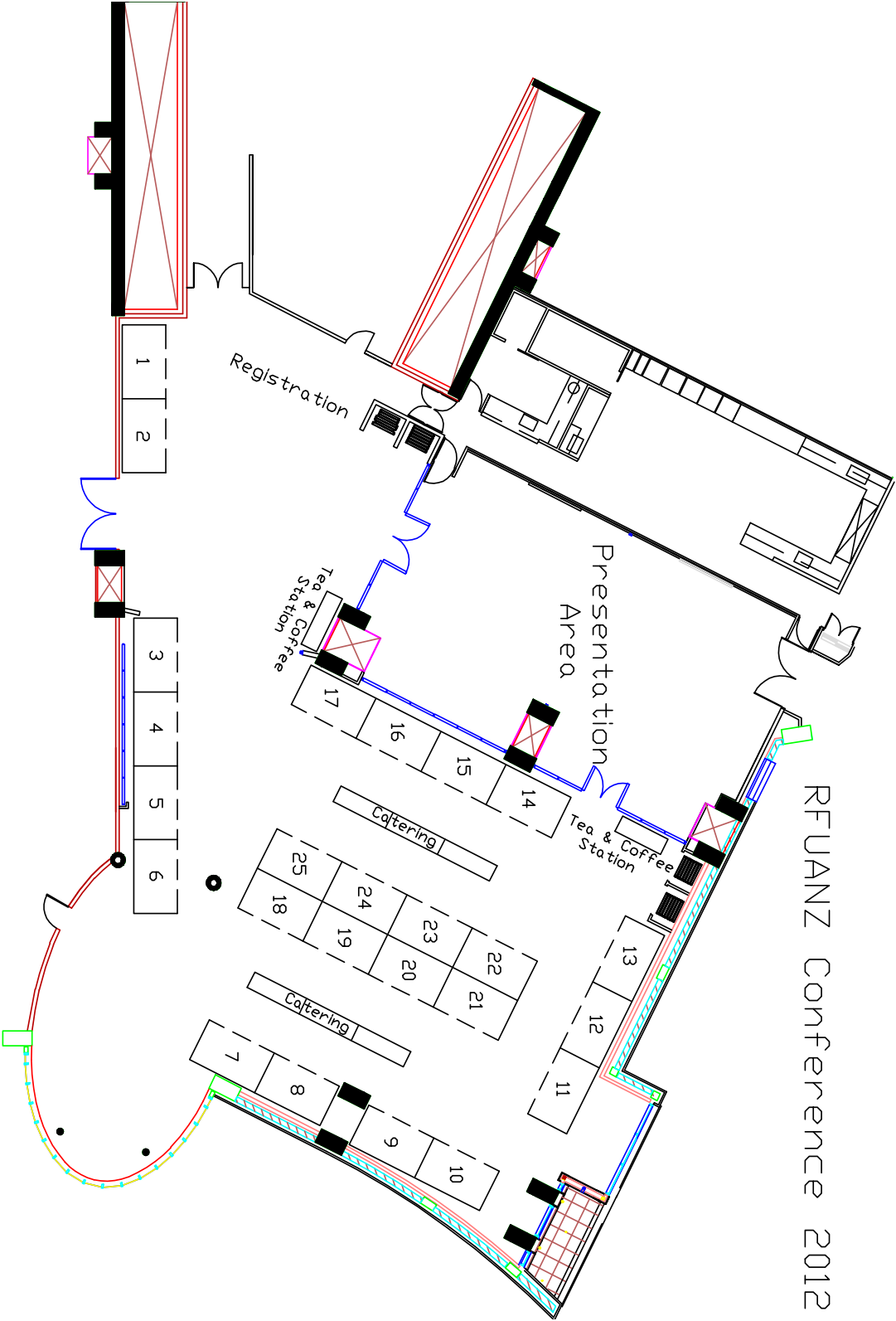
Classic Room	\$199.00 incl. GST
Harbour Room	\$225.00 incl. GST
Premier Studio	\$235.00 incl. GST
One Bedroom Suite	\$245.00 incl. GST
Twin Studio	\$235.00 incl. GST

Contact Directly on 04 802 8919

Toll free for New Zealand - 0800 994 335

Email: [Jessie.Feyen@museumhotel.co.nz](mailto:Jessie.Feyen@museumhotel.co.nz)

# Available Booths- Te-Papa's Oceania Room





For all enquires, please contact  
Candice Van Dyk on  
M: 021 549 412  
E: [admin@rfuanz.org.nz](mailto:admin@rfuanz.org.nz)