

# SPONSOR PACK



# AI Conference IN 2022

# INSIGHTS

## FRIEND OR FOE?

4 March 2022

Orakei Bay, Auckland



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FRIEND  
OR  
FOE?

## OUR CONFERENCE THEME THIS YEAR

***RANZ Conference 2022: AI IN INSIGHTS: FRIEND OR FOE?*** will encourage an honest conversation about what's here now, what's coming in our industry, and what it means for us all. What actually is AI? Is it something for us to embrace, to resist or something in-between?

Artificial Intelligence is an increasing presence in many industries and market research is no different. But what sort of influence is it having now, and how might this evolve in the future? Leading experts in the field of AI and research will share their thoughts and experiences on what this could look like. Will AI be complementary to research? How can we harness the benefits it may offer?

Your business has the opportunity to participate in this event with great sponsorship opportunities available. We know that the past couple of years have been tough, therefore we have reverted to a one-day event and have sized the sponsorship options accordingly, offering even better value than the last one-day conference held back in 2017. This is a great opportunity for investment as we are anticipating another sold out event, with an amazing group of speakers already lined-up.

This pack outlines the many different types of sponsorships available.



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## Orakei Bay, Auckland



The conference venue is situated in a beautiful garden setting overlooking the Orakei Basin.

Orakei Bay is just minutes away from Central Auckland by train or bus.

It has lots of free on-site car parking.



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This venue allows premium space for exhibitors/sponsors. The Foyer has a high vaulted ceiling and full-length picture windows filling the space with natural light. This will be the hub for all day beverage service and meals, with doors leading out to a beautiful garden overlooking the Orakei Basin. Sponsors will have the opportunity to interact with delegates in this area, with drinks and canapés being served here at the end of the day, allowing for a more relaxed networking experience.

The main conference room will be The Gallery. A beautiful naturally light room where there is lots of space for delegates and the opportunity for premium sponsors to display banners.

A breakout room, The Loft, is located on the first floor and will be used for presentations throughout the day.





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## SPEAKERS

We are still finalising all our speakers, but have some amazing ones already lined up, such as Kristin Luck (ScaleHouse and ESOMAR President), Ray Poynter (NewMR, UK), Sue York (NewMR and The Research Society, Australia), and RANZ Life member Duncan Stuart. We expect to have over a dozen speakers from New Zealand and overseas (via screen), as well as a panel Q&A session, as part of this conference. All are available for sponsorship.

## AUDIENCE PROFILE

The RANZ Conference is marketed to the entire membership of Research Association New Zealand (over 750 members) and the wider marketing community. The event will be attended by approximately 150 people including:

- Leaders of New Zealand's major research, data and insights agencies.
- Leaders from client organisations carrying out, buying and using research, data and insights.
- Up and coming leaders of the industry and invited representatives of appropriate media.

Member companies include Kantar, Kantar Public, Ipsos, NielsenIQ, Perceptive, Infotools and many more.

## NETWORKING / EXHIBITION SPACES

Although the programme will be full of interesting sessions and speakers, the design allows delegates to break out and engage. We encourage sponsors to consider how they can best interact with attendees within their exhibition spaces.

The main opportunities are at the start of conference, during the tea and lunch breaks and at the end of conference during the networking hour.



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### SPONSOR BENEFITS SUMMARY

	PLATINUM	GOLD	SILVER	BRONZE
	1 x			Restricted/ On application
NAMED SPONSORSHIP ON KEY PROMOTIONAL MATERIAL	◆	◆	◆	◆
LOGO ON RANZ CONFERENCE COMMUNICATIONS AND WEBSITE	◆	◆	◆	◆
EXHIBITION SPACE TO SHOWCASE PRODUCTS AND SERVICES (Premium space and size to Plat and Gold)	◆	◆	◆	Negotiable at an additional fee
VERBAL ACKNOWLEDGEMENT DURING CONFERENCE	◆	◆		
BRAND LOGO ON FRONT OF CONFERENCE PROGRAMME	◆			
COMPLIMENTARY ENTRY FOR 3 PEOPLE (value \$1,785)	◆			
COMPLIMENTARY ENTRY FOR 2 PEOPLE (value \$1,190)		◆		
COMPLIMENTARY ENTRY FOR 1 PERSON (value \$595)			◆	
50% DISCOUNTED TICKET FOR 1 PERSON (value \$297.50)				◆
ADDITIONAL TICKETS AT 40% DISCOUNT	◆	◆		
OFFICIAL SPONSOR OF AN INVITED SPEAKER SESSION		◆		
OFFICIAL SPONSOR OF REFRESHMENT BREAK DURING THE DAY <b>OR</b> OFFICIAL SPONSOR OF POWERED BY PECHAKUCHA <b>OR</b> AWARD (BEST PAPER, PEOPLE'S CHOICE, 20/20)			◆	
<b>COST</b>	<b>\$7,500</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,000</b>



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### **PLATINUM - \$7,500** (reduced from \$11,000 at the last one day RANZ conference)

- Named sponsorship on key promotional material
- Prime position of logo on RANZ conference communications, website and social media
- Prime exhibition space to showcase products and services
- Verbal acknowledgement during conference
- Brand logo on front of conference programme
- Complimentary entry for three people
- Additional tickets at 40% discount to bring along additional colleagues or clients

### **GOLD - \$3,000** (reduced from \$4,000 at the last one day RANZ conference)

- Official sponsor of an invited speaker session
- Named sponsorship on key promotional material
- Logo on RANZ conference communications and website
- Exhibition space to showcase products and services
- Verbal acknowledgement during conference
- Complimentary entry for two people
- Additional tickets at 40% discount to bring along additional colleagues or clients

### **SILVER - \$2,000** (reduced from \$3,000 at the last one day RANZ conference)

- Official sponsor of refreshment break during the day of conference OR Powered by PechaKucha OR award such as Best Paper, People's Choice etc.
- Named sponsorship on key promotional material
- Logo on RANZ conference communications and website
- Exhibition space to showcase products and services
- Verbal acknowledgement during conference
- Complimentary entry for one person

### **BRONZE - \$1,000 – restricted numbers, on application** (reduced from \$1,500 at the last one day RANZ conference)

- Named sponsorship on key promotional material
- Logo on RANZ conference communications and website
- Verbal acknowledgement during conference
- 50% discounted ticket for one person

*Note: exhibition space can be negotiated at an additional fee*



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## FURTHER SPONSORSHIP OPPORTUNITIES

We are open to hearing creative sponsorship and ideas for leveraging the conference to make it the best event we can for all sponsors and delegates. Share with us your thoughts and we will work with you to assess which is the best sponsorship package for you, ensuring you can maximise your opportunities at this special event. For example:

- Provision of **post conference survey** for feedback on the conference
- Provision of in the moment **mobile voting for Powered by PechaKucha**.

## FURTHER INFORMATION OR QUESTIONS

If you have any questions, require more information or want to secure your position please contact our conference organiser, or Executive Secretary, Claire Lloyd. Details below:

Geoff Lowe [geoff@infotools.com](mailto:geoff@infotools.com)

Claire Lloyd [secretary@researchassociation.org.nz](mailto:secretary@researchassociation.org.nz)

Don't forget, the sooner you sign-up for sponsorship of the conference, the sooner we will start to promote your organisation.

### Covid disclaimer:

Should this event not be able to go ahead due to Government imposed restrictions, then sponsors who have signed an agreement will be entitled to apply their sponsorship to the rescheduled event, or will be entitled to a full refund of fees paid.