



2017 | New Zealand

DOWNSTREAM

The Energy Sector's Annual Strategic Forum

ENERGY NEWS
www.energynews.co.nz

Conferenz[®]
Connect. Know. Succeed

7 & 8 March 2017, SKYCITY Convention Centre,
Auckland, New Zealand

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

www.nzdownstream.co.nz

2017 | New Zealand
DOWNSTREAM
The Energy Sector's Annual Strategic Forum



ENERGY NEWS
www.energynews.co.nz

Conferenz[®]
information in action

Table of Contents:

Page 2:	Contents
Page 3:	About Downstream
Page 4:	About the Organisers
Page 5:	Marketing Downstream
Page 6:	Diamond Sponsorship
Page 7:	Platinum Sponsorship
Page 8:	Gold Sponsorship
Page 9:	Downstream Dinner Sponsor
Page 10:	Café Sponsor
Page 11:	Concierge Lounge Sponsor
Page 12:	Networking Drinks Sponsor
Page 13:	Lunch Sponsorship
Page 14:	Breakfast Sponsorship
Page 15:	Exhibition Booth
Page 16:	Other options
Page 17:	Sponsorship Agreement page
Pages 18/19:	General Terms & Conditions
Page 20:	Downstream Contacts



About the Downstream event:

The Energy Sector's Annual Strategic Forum: Downstream 2017

A Conference for the Industry by the Industry

Energy News and Conferenz were delighted to build on the success of Downstream again in 2016 as a new high level strategic forum developed specifically for the downstream energy sector. It was another success, attended by over 400 energy sector leaders, and cemented itself once again as the key annual forum for the downstream energy sector in New Zealand. There was a successful industry dinner function at the end of day one that was attended by almost 200.

We are proud to announce the dates for the next Downstream event: **7 & 8 March 2017**. With the endorsement and participation of key stakeholders as Foundation Partners, *Energy News* and Conferenz are working together to develop the event. Content will be again driven by a steering group made up of representatives from the Foundation Partner organisations and the wider industry.

Downstream provides a fresh approach; showcasing the achievements and innovation from within the industry and constructively debating and analysing the regulatory issues directly affecting the sustainability of the sector's future. With strategic addresses and updates to be delivered by key regulators and industry leaders, we again aim to create an event that will attract the people that matter. It is important to note that we are again committed to pricing Downstream so access is affordable to a wide audience.

Foundation partners:



About the Organisers:

Freeman Media – www.freemanmedia.co.nz

Freeman Media, publisher of *Energy News*, is an experienced and savvy information services provider to the New Zealand corporate community. It specialises in online subscription news and information services for specific business sectors. It publishes a range of reports and maps, and also runs events. It was established in 2002 by Matt Freeman and launched *Energy News* in 2008 – a subscription-based news and information website for the New Zealand energy sector. *Energy News* has already carved out a niche as the trusted source of New Zealand energy sector news and information. It has since launched an excellence awards programme for the energy sector, The Deloitte Energy Excellence Awards, and also runs The New Zealand Petroleum Club and the Transport Fuels & Fleet Management Summit. Print titles include an energy infrastructure map, a permit map for the oil and gas sector, and various special reports. The business is based in Wellington and employs thirteen full-time staff.

Accolades:

2013 – Deloitte Fast 500 – Asia-Pacific – Technology and Media

2012 – Deloitte Fast 50 – New Zealand's Fastest Growing Companies

2011 – Deloitte Fast 500 – Asia-Pacific – Technology and Media

Journalists employed by Freeman Media have been involved in a series of awards at the Qantas Media Awards, MPA Awards and TUANZ Innovation Awards.

Conferenz – www.conferenz.co.nz

Conferenz is NZ's largest and most respected conference and training company. It has been providing conferences and training for NZ's corporate and public sectors for over 20 years. Conferenz is proudly NZ-owned and operated. It is also proud to play a significant part in the NZ community through charitable, environmental and sustainable initiatives. Its' vision is to provide relevant, topical and timely business information and knowledge to specific target markets from experts in the market. Each year Conferenz originates, researches and hosts 75 of NZ's most well-regarded business conferences. As part of its research each year, it closely monitors business and government policy trends. Where significant policy, legislative or business shifts are detected, Conferenz acts to arrange significant business forums where these trends can be debated in a neutral arena. Conferenz will continue to set the precedent for the provision of world-class conferences and training for enterprising New Zealanders. Conferenz also hosts the major upstream Oil & Gas expo in New Plymouth www.enex.co.nz

Accolades:

2012 – Annual winner of the 'Triumph in the Face of Adversity' Award for Emergency Management 2011 at the Asian Conference Awards

2012 – Highly Commended 'Best New Product Launch' Award for ENEX Oil & Gas Expo 2011 at the Asian Conference Awards

Downstream is a joint venture event between both firms.



Marketing Downstream:

PUT YOUR ORGANISATION'S BRAND IN FRONT OF THE DECISION MAKERS

Event sponsors will receive significant brand exposure by being associated on event collateral, the official event website, web advertising and across all email marketing campaigns. We also offer brand positioning on our website for the duration of the event campaign, with a URL link back to your home-page, providing a very direct channel.

Significant website advertising will be placed on *Energy News* which boasts an audience comprising the influencers and decision makers of the industry. It attracts some 5000 unique browsers every month according to Google Analytics.

Conferenz holds its own marketing database, which currently contains the details of over 200,000 New Zealand business executives from senior decision-making positions.

The Downstream website - www.nzdownstream.co.nz - will contain complete event information and will be linked to from the *Energy News* and Conferenz websites.

Downstream will be marketed using direct marketing techniques including direct mail, direct email and social media such as LinkedIn.



Diamond Sponsor:

PRE-EVENT PROMOTION:

- Logo association with extensive promotion throughout the duration of the campaign
- Recognition as Diamond Sponsor:
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page placed in all delegate bags/on desks
- Recognition as Diamond Sponsor in all media releases, where possible
- Logo recognition within the event website with a reciprocal link

AT THE EVENT:

- Recognition as Diamond Sponsor verbally during the event
- Opportunity to introduce a key aspect of the programme – such as the leaders panel, with brand association, or other agreeable time-slot, to welcome the conference and discuss your company's objectives and work for the sector
- Recognition at the event as major Sponsor on main room AV screen slides

- Option for single hanging sky-banner over exhibition area
- Two complimentary banner display spaces in the main conference room (for free-standing banners] on stage
- Promotional insert/branded gift – promotional gift giveaway in the delegate bags
- Option for major custom build exhibition area with first option on position – size to be agreed with organisers
- Corporate guest passes – five complimentary conference registrations for key clients/customers including dinner
- Staff passes – five staff to man your exhibition booth including dinner
- Corporate table for ten reserved at the Dinner with named sign

POST EVENT:

- Delegate list – entitled to delegate list name and company data (subject to privacy laws)
- Entitled to receive the post-event feedback report

Investment: SOLD



Platinum Sponsor: [Limited]

PRE-EVENT PROMOTION:

- Logo association with extensive promotion throughout the duration of the campaign
- Recognition as Platinum Sponsor
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page placed in all delegate bags
- Recognition as Platinum Sponsor in all media releases, where possible
- Logo recognition within the event website with a reciprocal link

AT THE EVENT:

- Recognition as Platinum Sponsor verbally during the event
- Recognition as Platinum Sponsor including logo on screen in the conference room and during breaks via holding slide
- Brand alignment with a content piece in the agenda - subject to Freeman Media/Conferenz and, where required, foundation partner/ speaker approval

- Promotional insert/branded gift – Promotional gift giveaway in the delegate bags, Max A4 size, 6 pages
- Double exhibition booth – you will receive a 6 x 1.8m booth in a key position in the exhibition/networking area
- Corporate guest passes – three complimentary conference registrations for your key clients/customers [dinner extra]
- Staff passes – three staff to attend the conference and man your exhibition booth [dinner extra]

POST EVENT:

- Delegate list – entitled to delegate list name and company data (subject to privacy laws)
- Entitled to receive the post-event feedback

Investment: \$17,500 + gst

Gold Sponsor: [Limited]

PRE-EVENT PROMOTION:

- Association with extensive promotion throughout the duration
- Recognition as Gold Sponsor
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page placed in all delegate bags
- Recognition as Gold Sponsor in all media releases, where possible
- Logo recognition within the event website with a reciprocal link

AT THE EVENT:

- Recognition as Gold Sponsor verbally during the event
- Alignment with a content piece in the agenda - subject to Freeman Media/Conferenz and, where required, foundation partner/speaker approval
- Recognition as Gold Sponsor with prominent
- Logo placement on screen(s) in the conference room and during breaks via holding slide
- Promotional insert/branded gift – promotional gift giveaway in the delegate bags, Max A4 size, 6 pages
- Exhibition booth – you will receive a 3 x 1.8m booth in a key position in the exhibition/networking area
- Staff passes – two staff to attend the conference and man your exhibition booth [dinner extra]
- Corporate guest passes – two complimentary conference registrations for your key clients/customers [dinner extra]

POST EVENT:

- Delegate list – entitled to delegate list name and company data (subject to privacy laws)
- Entitled to receive the post-event feedback

Investment: \$12,500 + gst



Downstream Dinner Sponsor: [exclusive]

PRE-EVENT PROMOTION:

- Association with extensive promotion throughout the duration of the campaign
- Recognition as exclusive Downstream Dinner Sponsor
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page placed in all delegate bags
- Logo recognition within the event website with a reciprocal link

AT THE EVENT:

- Recognition as Dinner Sponsor verbally during the event
- Corporate table at dinner – ten dinner registrations for your key clients and staff
- Opportunity for a key company executive to provide an address at the Dinner for a maximum of 10 minutes before the guest speaker, using the Dinner AV system, main stage
- Promotional insert/branded gift – promotional gift giveaway in the delegate bags, Max A4 size, 6 pages
- Opportunity to place a corporate gift on each table at the Dinner [*sponsor to provide gift at sponsor's cost*]
- Exhibition booth – you will receive a 3 x 1.8m booth in a key position in the exhibition/networking area
- Recognition as Dinner Sponsor on screen in the conference room during breaks via holding slide with corporate logos
- Full branding rights during Dinner (for up to four free-standing banners, max 2m x 1m)
- Corporate guest passes – two complimentary conference registration for a key client/customer
- Staff passes - two complimentary conference registrations for staff



Investment: \$16,000 + gst

Downstream Cafe Sponsor: [exclusive]

PRE-EVENT PROMOTION:

- Association with extensive promotion throughout the duration of the campaign
- Recognition as the Exclusive DOWNSTREAM Cafe Sponsor
- your company logo will appear on the event brochure
- your company logo will appear on an accreditation page placed in all delegate bags
- Logo recognition within the event website with a reciprocal link

AT THE EVENT:

- Cafe area – you will receive a 3.6m x 4.2m lounge area (see floor plan) in a key position in the exhibition/networking area. You are free to brand this area as you wish. Organisers can provide barista contact information. Cafe furniture will be supplied in the form of coffee tables and chairs.
- Recognition as Cafe Sponsor on screen in the conference room during breaks via holding slide with corporate logos
- Corporate guest passes – one complimentary conference registration for a key client/customer [dinner extra]
- Staff passes – two staff to attend the conference and man your exhibition booth [dinner extra]

POST EVENT:

- Delegate list – entitled to delegate list name and company data (subject to privacy laws)
- Entitled to receive the post-event feedback



Investment: \$14,000 + gst

Downstream Concierge Lounge Sponsor: [exclusive]

PRE-EVENT PROMOTION:

- Association with extensive promotion throughout the duration of the campaign
- Recognition as DOWNSTREAM Concierge Lounge Sponsor
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page placed in all delegate bags
- Logo recognition within the event website with a reciprocal link

AT THE EVENT:

- Lounge area – you will receive a 3.6m x 4.8m lounge area in a foyer space or other depending on availability and agreement. Concierge services could be provided, such as device chargers, coat-hangers, juice bar, print/document services, internet access on tablets, newspapers, etc. You are free to brand this area as you wish, and provide any furniture or dressing.
- Recognition as Concierge Lounge Sponsor on screen in the conference room during breaks via holding slide with corporate logos
- Corporate guest passes – one complimentary conference registration for your key clients/customers [dinner extra]
- Staff passes – three staff to attend the conference and run the lounge space [dinner extra]
- Additional dinner tickets may be purchased by your own staff to make up a table of ten

POST EVENT:

- Delegate list – entitled to delegate list name and company data (subject to privacy laws)
- Entitled to receive the post-event feedback



Investment: \$10,000 + gst

Networking Drinks Sponsorship: [exclusive]

PRE-EVENT PROMOTION:

- Association with extensive promotion throughout the duration of the campaign
- Recognition as exclusive Networking Drinks Sponsor
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page placed in all delegate bags
- Logo recognition within the event website with a reciprocal link

AT THE EVENT:

- Recognition as Networking Drinks Sponsor verbally during the event
- Opportunity for a key company executive to address the delegates for a maximum of 2 minutes before the networking drinks using AV system, main stage [max 1 AV slide]
- Opportunity to brand key elements of the Drinks function such as wine-glass stem-tags [*sponsor to absorb costs*]
- Recognition as Drinks Sponsor on screen in the conference room during breaks via holding slide
- Complimentary banner display in the exhibition/networking area (for two free-standing banners, max 2m x 1m) during networking drinks
- Corporate guest passes – one complimentary conference registration for your key clients/customers [dinner extra]
- Staff passes - two complimentary conference registrations for staff [dinner extra]

POST EVENT:

- Entitled to receive the post-event feedback

Investment: \$8,000 + gst [\$10,000 + gst with exhibitor booth]



Lunch Sponsorship [one per day]:

PRE-EVENT PROMOTION:

- Association with extensive media promotion throughout the duration of the campaign
- Recognition as Lunch Sponsor
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page placed in all delegate bags
- Logo recognition within the event website with a reciprocal link



AT THE EVENT:

- Recognition as Luncheon Sponsor verbally during the event
- Opportunity for a key company executive to address the delegates for a maximum of 2 minutes and introduce the lunch using AV system, main stage [max 1 AV slide]
- Promotional insert/branded gift – company brochure or gift giveaway inserted into the delegate bags, Max A4 size, 6 pages
- Recognition as Lunch Sponsor on screen in the conference room during breaks via holding slide
- Complimentary banner display in the exhibition/networking area (for two free-standing banners, max 2m x 1m), during Lunch
- Corporate guest passes – one complimentary conference registration for your key clients/customers [dinner extra]
- Staff passes – two complimentary conference registrations for staff [dinner extra]

POST EVENT:

- Entitled to receive the post-event feedback

Investment: \$8,000 + gst (for one Lunch) [\$10,000 + gst with exhibitor booth]

Breakfast Sponsorship [one per day]:

Invitation-only executive breakfasts (max of 1 per day).

PRE-EVENT PROMOTION:

- Association with extensive marketing promotion
- Recognition as Breakfast Sponsor
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page placed in all delegate bags
- Recognition as Breakfast Sponsor in all media releases, where possible
- Logo recognition within the event website with a reciprocal link

AT THE BREAKFAST:

- Opportunity to host an exclusive audience in conjunction with the organisers to attend a private breakfast function.
(15-25 senior executive delegates plus 4 sponsor staff and speakers)
- Exclusive access to senior executives attending the breakfast
- Opportunity to present thought leadership research of your choice or similar
- Signage space at the venue outside the breakfast room and exclusive branding rights within the breakfast room at the sponsor's discretion
- The opportunity to provide white papers etc or competitions/draws/promotions by prior agreement
- Corporate guest pass – one complimentary conference registration for a key client [dinner extra]
- Staff passes – two complimentary conference registrations for staff [dinner extra]

POST EVENT:

- Delegate list of breakfast attendees – entitled to name, title and company



Investment: \$10,000 + gst (per breakfast) [\$12,000 + gst with exhibitor booth]

Exhibition Booth:

- Recognition as Exhibitor Sponsor
 - your company logo will appear on the event brochure
 - your company logo will appear on an accreditation page in all delegate bags
- Recognition as Exhibitor on screen during breaks via rotating holding slide
- Exhibition booth; A 3x1.8m space in the exhibition/networking area, with power outlet, table, chairs and exhibition shell will be provided at the venue. [internet and other services ordered separately in co-ordination with organisers]
- Opportunity to have a high level of interactivity using prize draws and other lead-generating activities within the exhibition space at exhibitor cost
- Logo recognition within the event website with a reciprocal link
- Corporate Guest passes – one complimentary conference registration for your key clients/customers [dinner extra]
- Staff passes – two staff to man attend the conference and your exhibition booth [dinner extra]



Investment: \$5,000 + gst

Other Sponsorship Options:

Corporate Table at Dinner:

Opportunity to purchase a corporate table at dinner for ten at \$2000 + gst.

Conference bag sponsor: \$POA (exclusive)

Opportunity to brand the conference bag exclusively with the Conferenz/Energy News logo

[opportunity to discuss range of bag options and use third party suppliers]

Lanyard Sponsorship: \$3,750 + gst (exclusive)

Opportunity for your logo to be branded on the lanyards for all delegate badges both days – sponsor to provide

Delegate Gift Sponsorship: \$1500 + gst (exclusive)

Opportunity to provide a branded gift for all delegates on desks at start of event

Notepad Sponsor: \$1000 + gst (exclusive)

Opportunity to provide your branded notepads given to all delegates on desks and at the registration desk for the two days – sponsor to provide

Water Sponsor: \$1000 + gst (exclusive)

Opportunity to provide the branded water bottles given to all attendees – sponsor to provide

Pen Sponsor: \$750 + gst (exclusive)

Opportunity to provide a branded pen given to all delegates, speakers and guests at the event – sponsor to provide

Agreement for Sponsorship of Downstream 2017:

7 & 8 March 2017, SKYCITY, Auckland

AGREEMENT FOR SPONSORSHIP PAGE 1 OF 3

Date: _____
Name: _____ email: _____
Title: _____ Tel: _____
Company: _____
Street Address: _____
Mailing Address: _____
Billing Name and Address for invoice: _____
Purchase Order Number supplied if required: _____

SPONSORSHIP LEVEL AGREED: _____

NO. OF DINNER PASSES FOR STAFF/CLIENTS AT \$210 + GST EACH: _____

I WOULD LIKE TO BOOK A TABLE OF TEN AT THE DOWNSTREAM DINNER AT \$2000 + gst _____

EXHIBITOR BOOTH PREFERENCES: 1 _____ 2 _____ 3 _____

TOTAL NET PRICE AGREED [ex GST]: _____

Terms: The terms and conditions are acceptable to commence this service for the **Downstream Event:**

For _____:

Name: _____
Title: _____
Signature: _____
Date: _____

For CONFERENZ & FREEMAN MEDIA:

Name: _____
Title: _____
Signature: _____
Date: _____

Please supply a high resolution colour logo file (vectorised CMYK artwork preferable) ie pdf, eps, ai file.

Where vectorised artwork is NOT available, please ensure the logo provided is 300dpi resolution, so that it is suitable for print ie 300dpi jpeg, psd, tiff file.

PNG, GIFF or BITMAP files are not suitable for print.

Payment Terms: **70% deposit of full amount on signature and balance due one month prior to the event**

Please ensure these terms are met and agreed at the time of contracting. If you have different or set payment terms, these need to be negotiated and agreed at the time of contracting. Organisers reserve the right to suspend or cancel sponsorship of any event, for outstanding or late payment.

Cancellations: see Terms & Conditions



General Terms & Conditions:

AGREEMENT FOR SPONSORSHIP PAGE 2 OF 3

- This agreement relates to the non-exclusive sponsorship of the 'Event' listed on page 1 of the Agreement for Sponsorship.
- It will be the responsibility of the Organiser to display the logo of the Sponsor on its Web page promoting the Event and to organise a direct link with the Sponsor's webpage. The Sponsor will undertake to promote the Event on its homepage and to organise a link from its homepage to the Organiser's event page if possible.
- Payment and invoice terms are shown on the Agreement page
- It will be the responsibility of the Organiser to ensure that the name of the major Sponsors and their role as "promoter" will be indicated, together with the names of the other Sponsors, in all the places and circumstances in which the Organiser announce, present or describe the Event. In particular, the name of the Sponsor will be indicated on the Event communication material: advertising, invitations, brochures, press releases and documents, Event materials, where applicable.
- The Organiser reserves the right to co-ordinate the request for space on the part of the Exhibitors in such a way that each will be guaranteed an adequate presence within the limits of the overall space available. It is understood all costs relating to transport, utility connections, setting up the Exhibition space and any other service are to be borne directly by the Exhibitor.
- The Organiser reserves the right to monitor collateral distributed by Sponsors at the Event, and remove any materials that do not respect the image of the Event, its organisers, or any of the other sponsors.
- The Sponsor will have the right to receive from the Organiser copies of the general brochure presenting the Event, which can be distributed by the Sponsor as it sees fit.
- Each Sponsor will be authorised to publicise its sponsorship of the Event in any way that it sees fit, providing this fully and clearly respects the image of the Event, its Organisers and its Patrons, as well as the image of the other Sponsors and Exhibitors.
- Diamond and Platinum Sponsors will be permitted to align their brand with one of the content pieces in the Downstream agenda. This is subject to availability, and approval by the Organisers and Speaker. Branding will be recognised next to the session inside the brochure with a logo, and pop-up banners may be used beside the stage during the presentation agreed.

Signed: _____

Date: _____

General Terms & Conditions:

AGREEMENT FOR SPONSORSHIP PAGE 3 OF 3

- It is understood that, in all circumstances, the Organiser retains complete responsibility for the programme, content and management of the Event.
- The signing of any sponsorship agreement guarantees the right to the use of all communication opportunities offered by the Event as described above.
- Any sponsor can make any suggestions concerning the organisation of the Event that it sees fit. Nevertheless, the Organiser reserves its inalienable right to determine the programme, content and management of the Event in order to ensure its absolute objectivity and impartiality.
- Invoices will be issued as per specific agreement.
- Cancellations: If the Sponsor withdraws their interest after signing the contract, 50% is not refundable, due to already advertised and published branding for the event. If the Sponsor withdraws their interest within one month of the event, 75% of the total agreed sponsorship is payable.
- If a dispute arises between the Organiser and the Sponsor, then prior to either party pursuing other remedies (including litigation), the Organiser and the Sponsor agree they will meet at a mutually acceptable time and place, no later than twenty (20) days from when either receives written notice of a dispute. The meeting should be attended by individuals with decision making authority to settle the dispute. At the meeting, the Organiser and the Sponsor shall attempt in good faith to negotiate a resolution of the dispute. If the parties are not successful in resolving the dispute, they may, but need not, agree to the appointment of a mutually neutral person to facilitate a resolution.
- The sponsor agrees that they will not conduct any concurrent events, meetings or client briefings in the conference venue during the dates of Downstream
- The Organiser will not be liable for, and is excused from, any failure to render services due to any cause beyond its reasonable control, such as a catastrophe of nature, governmental action, computer viruses and failures, acts of state, labour difficulties, or non-performance of a supplier.

Signed: _____

Date: _____

Contacts:

FOR ANY FURTHER INFORMATION RELATED TO ANY OF THESE OPTIONS, OR TO CONFIRM YOUR INTEREST, PLEASE CONTACT:

Sponsorship Sales:

Dominic Duncan | GM Sponsorship

phone: 09 912 7633
mobile: 021 234 7669
email: dominid@conferenz.co.nz

Sam Addison | Account Manager

phone: 09 912 3616
mobile: 022 478 2661
email: sama@Conferenz.co.nz

Neil Wembridge | General Manager - Energy

Freeman Media – publisher of Energy News
phone: 04 890 4270
Mobile: 021 190 2971
Neil.wembridge@freemanmedia.co.nz

James Nicolle | Business Development Manager

Freeman Media – publisher of Energy News
phone: 04 831 5157
mobile: 022 078 2137
james.nicolle@freemanmedia.co.nz

General enquiries:

Freeman Media

04 831 5150
www.freemanmedia.co.nz

Conferenz

09 912 3616
www.conferenz-brightstar.com