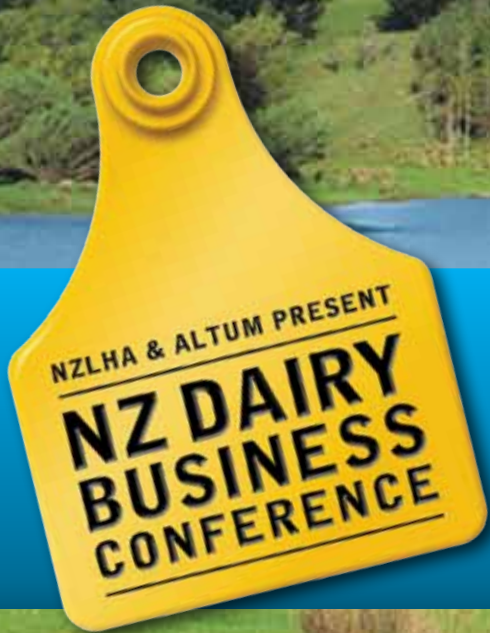


NZ Large Herds Assoc. Inc.



IN ASSOCIATION WITH



# TURBO CHARGE YOUR KNOWLEDGE

PALMERSTON NORTH | 27-29 MARCH 2012



Rabobank

# *A warm welcome to all of our sponsors*

NZLHA has the pleasure in presenting this marketing schedule for our 43rd annual conference for 2012.

Over the last few years the business of farming has changed in our community and to this we responded with our new look "NZ Dairy Business Conference" which for the first year was held in Rotorua. We are pleased to announce that this year's conference is to be held in Palmerston North's Awapuni Racecourse from March 27th – 29th 2012 with the theme "Turbo Charge your Knowledge".

Packages included in this schedule are compiled from those which have proved popular in the past. All can be adjusted to suit your particular needs. We are happy to discuss any aspects of this schedule and will try to accommodate any requests.

The Awapuni Raceway is located 8km from Palmerston North and has a great outlook over the racecourse. Our large trade stands are under a marquee which will be attached

to the main building. This will provide undercover access between buildings. A site map is included in this publication to assist you in choosing your preferred site. The social aspect of the conference plays a significant part of the proceedings and time is allowed for meeting with delegates in the trade area.

This year we are holding our Altum Gala dinner and field trip in the middle of the conference so our sponsors can also attend if they so wish. These are great for networking and sponsors are warmly invited to attend.

*The Conference will open on Tuesday 27th March at 7.30am and close 29th March at 5pm.*

*The trade area for sponsors will be available by 11am Monday 26th a light lunch and afternoon tea will be available while you set up. This area will close at 5pm.*



# NZ Dairy Business Conference 2012

This year we are celebrating our 43rd consecutive conference. We pride ourselves on driving the NZ dairy industry to greater heights through a focus on innovation, excellence, and global opportunities. The positive environment of the conference is a platform for networking and building relationships.

The annual conference was initially begun by a small group of herd owners as a forum to discuss their problems and the solutions they had found, relating in those days to what was then a large herd of 300 cows or more. The first conference was held at Whakatane in 1970 and since that time has become established as the premier dairy conference in this country.

With improved farm management techniques, advances in animal genetics, increased knowledge, sophisticated plant and equipment, and the greater efficiencies these bring, the original large 300 cow herd has become much more common, and today a "large herd" is defined - for research purposes - as one of 700 cows or more.

The dairy farming community also continues to advance and we have been gradually implementing changes to fit with the changing face of the NZ dairy farmer. We have had positive feedback on the name change of the 2011 event to NZ Dairy Business Conference, and we are continuing with this name for future conferences. We welcome all dairy farmers interested in innovation and looking for opportunities to join us for our annual conference.

To ensure we continue to deliver the premier conference we are renowned for, we have contracted the services of a National Facilitator to bring together the efforts of the many involved who volunteer their time. The benefits of this are already showing with our revamped website going live in September, providing a one stop shop for up to the minute conference information.

We are pleased to have the continued support of our Premier Sponsor, Altum, backed by our Key Sponsor family of Merial Ancare, Alltech and Rabobank.



# Premium Display Sites

*Company to be offered:*

- 4.8m x 1.8m premium display at the conference venue
- A full page advertisement in the conference proceedings
- Placement of advertising material in the delegates satchels
- Acknowledgement in the proceedings and programme
- Two complimentary registration satchels and conference proceedings
- Two complimentary registration for two representatives

**4 only @ \$5,250 + GST**

# Display Sites

*Company to be offered:*

- A standard 3m x 1.8m premium display at the conference venue
- Placement of advertising material in the delegates satchels
- Acknowledgement in the proceedings and programme
- One complimentary registration satchel and conference proceedings
- Complimentary registration for one representative

**\$2,950 + GST**



## Display Sites

Each stand will be of the front runner system with fascia board advertising your company or product name.

- 2.3m high
- Black Velcro receptive walls
- 2 x 150 watt spotlights
- 1 x four pin multi box amp power supply shared between two sites

Any additional display items such as furniture or additional signage can be quoted to you directly by our provider Peek Display Ltd.

## Set Up Times

Set up will be on **Monday 26 March 2012 from 11.00am – 5.00pm.** Area will be closed to public for set up. Lunch and afternoon tea will be available for sponsors during set up time. Trade displays will be open from 7.30am on Tuesday 27 March until the conference close.



# *Sponsorship of Breakfast Session*

*Including buffet breakfast and speaker  
28th March 2012*

*Company to be offered:*

- Naming rights to this breakfast
- Two minutes to introduce the speaker
- Advertising material displayed on breakfast tables
- Advertising material in the delegates satchel
- Acknowledgement in the conference proceedings and programme
- Complimentary copy of the proceedings
- Complimentary registration for one representative
- 1 Standard 3m x 1.8m display area at the conference

**\$5,750 + GST**

# *Sponsorship of Cocktail Evening*

*Including finger foods and entertainment  
27th March 2012*

*Company to be offered:*

- Naming rights to this evening
- Extra signage in Trade Area for the duration of the Cocktail Evening
- Advertising material displayed on tables
- Advertising material in the delegates satchel
- Acknowledgement in the conference proceedings and programme
- Complimentary copy of the proceedings
- Complimentary registration for one representative
- 3m x 1.8 standard display area at the conference

**1 only @ \$4,750 + GST**



# Sponsorship of Conference Session

## Company to be offered:

- Opportunity to have a company representative introduce the session topic
- Advertising material displayed on tables
- Advertising material in the delegates satchel
- Acknowledgement in the conference proceedings and programme
- Complimentary copy of the proceedings
- Complimentary registration for one representative

4 only @ \$3,500 + GST

*Session 1 – State of play in the economy:  
A global, domestic and on farm perspective  
SPONSORED BY RABOBANK.*



**Rabobank**

*Session 2 – Adding value to NZ: Brand and technology opportunities*

*Session 3 – Inspirational speakers*

*Session 4 – Building your foundation – entry to the industry*

*Session 5 – Be the king of your castle – future planning*

*Session 6 – Jester to king – working your way to the top*



# Sponsorship of Lunches

*Company to be offered:*

- Sponsorship of lunches at venue
- Signage in trade area by catering stations during the lunch
- Advertising material displayed on tables
- Advertising material in the delegates satchel
- Acknowledgement in the conference proceedings and programme
- Complimentary copy of the proceedings
- Complimentary registration for one representative

***3 only @ \$2,500 + GST***

# Sponsorship of Coaches

*Company to be offered:*

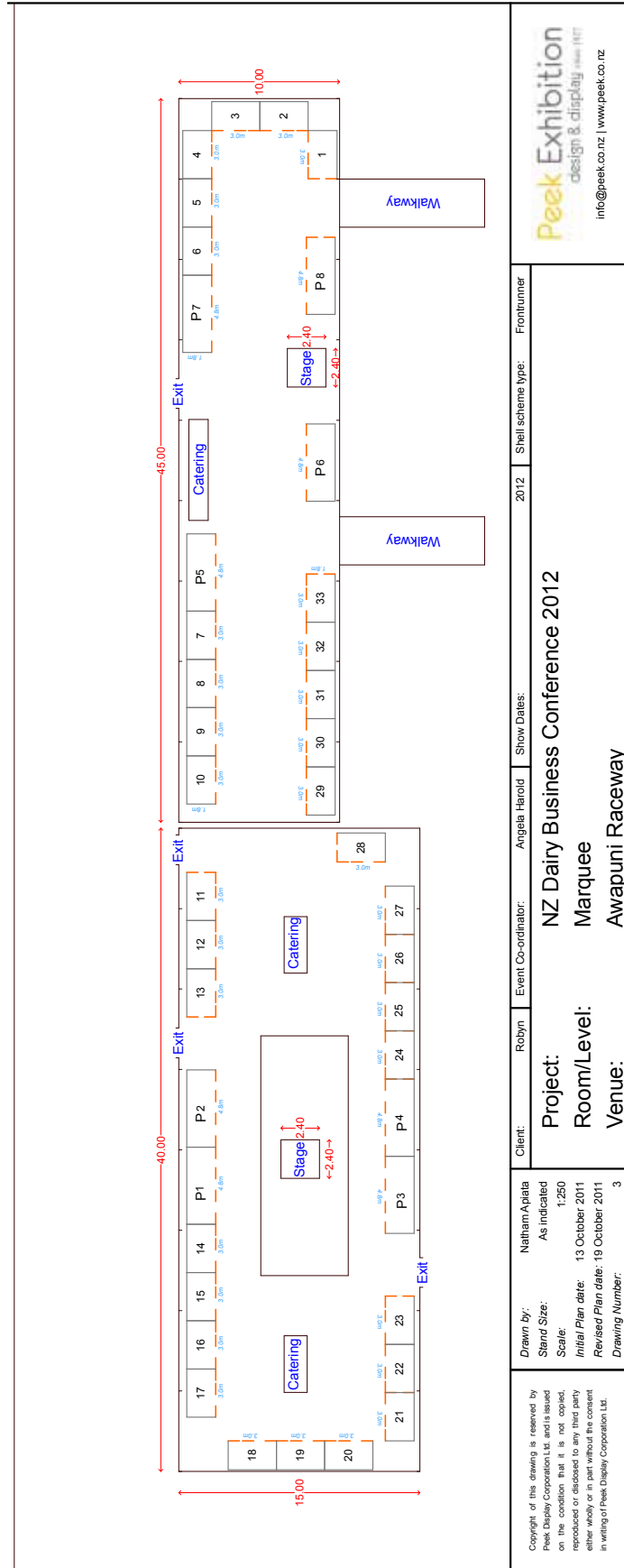
- Placement of company sign/logo in each coach window
- Acknowledgement in proceedings and programme
- Complimentary copy of proceedings
- Advertising brochures on coach seats

This package includes all courtesy coaches from venue to hotels for duration of conference and Wednesday 28th bus trip.

***1 only @ \$2,500 + GST***



# Site Map



**Peek Exhibition**  
design & display  
info@peek.co.nz | www.peek.co.nz

Client:	Natham Apiata	Client:	Robyn	Event Co-ordinator:	Angela Harold	2012	Shell scheme type:	Frontrunner
Drawn by:	As Indicated	Project:	NZ Dairy Business Conference 2012					
Stand Size:	1:250	Room/Level:	Marquee					
Scale:	1:250	Venue:	Awapuni Raceway					
Initial Plan date:	13 October 2011							
Revised Plan date:	19 October 2011							
Drawing Number:	3							

Copyright of this drawing is reserved by Peek Display Corporation Ltd. and is issued on the condition that it is not copied, reproduced or disclosed to any third party either wholly or in part without the consent in writing of Peek Display Corporation Ltd.



# Advertising in the Proceedings

*Company to be offered:*

*Advertising in the conference proceedings (A4) publication*

**Full Page \$1,100 + GST**

**Half Page \$550 + GST**

**Quarter Page \$275 + GST**

*All companies that advertise receive a complimentary copy of the proceedings.*

*Advertising Inserts in the Delegate Satchels*

*Company to be offered:*

- Insertion of brochures or advertising in the satchels
- Acknowledgement in proceedings and programme
- A Complimentary copy of the proceedings

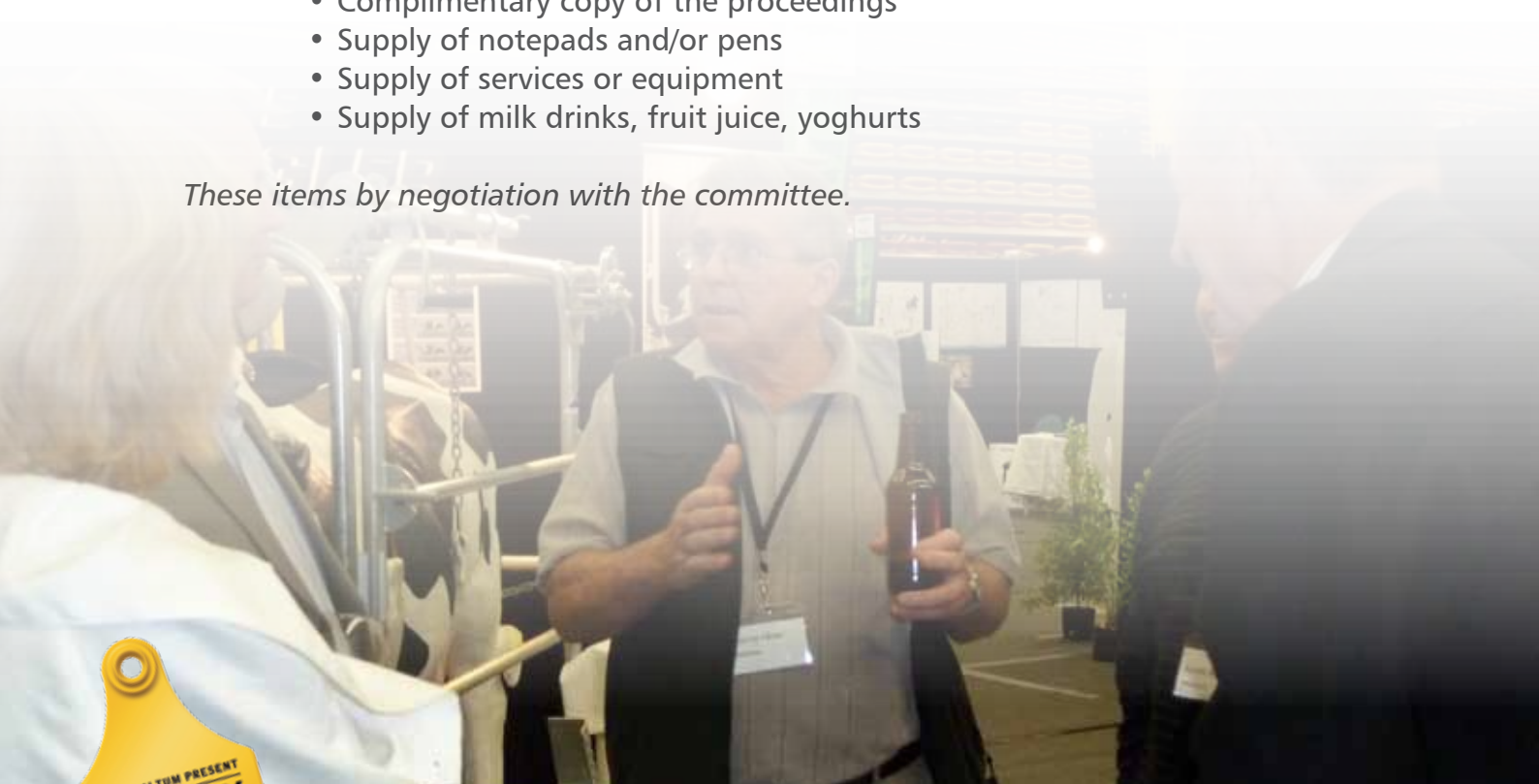
**\$500 + GST**

*Supply of Goods and Services*

*Company to be offered:*

- Supply of product or services to the conference
- Name of company acknowledged in proceedings
- Complimentary copy of the proceedings
- Supply of notepads and/or pens
- Supply of services or equipment
- Supply of milk drinks, fruit juice, yoghurts

*These items by negotiation with the committee.*



# Digital Requirements for Supplying Adverts or Text Files to Printer

## Acceptable formats:

Apple Macintosh and PC

## Advertising: High Resolution PDF's preferred

- Macromedia Freehand MX (include all fonts, pics, tiffs etc., fonts preferably converted to paths).
- Adobe Illustrator (include all fonts, pics, tiffs etc., fonts preferably converted to outlines).
- Adobe Photoshop (all pics to be greyscale or CMYK, 300 dpi).
- Adobe Indesign (include all fonts, pics, tiffs, etc., fonts preferably converted to outlines).
- Corel Draw (files to be converted to curves and saved as Adobe Illustrator (AI) file).
- Microsoft Word (text files to be saved as Microsoft Word files).

Logo's from these files need to be saved as vector art .eps preferably; .tif, .jpg.

For Process (4 colour) documents, ensure that all spot colours, files and images have been converted to CMYK.

A hard copy proof must accompany file.

We can accept files on Memory Sticks, CD, DVD, Email.

## Any queries please contact:

Alice Moore 021 626 634 or [alicemoore@ihug.co.nz](mailto:alicemoore@ihug.co.nz)



# Terms and Conditions

- All packages are available on a first in first served basis.
- All applications to be in written form.
- NZLHA reserves the right to allocate sites, but will endeavour to meet the applicant's request.
- Exhibitors wishing to run competitions must do so from within their own stands.
- All exhibitors to comply with OSH regulations.
- No responsibility will be accepted by NZLHA for theft, loss or damage to any exhibitor's equipment.
- All selections are to be paid in full prior to the conference.
- Cancellations prior to March 1 will be refunded in full.
- Cancellations after March 1 will be refunded less a small handling charge.
- Trade stand set up must be completed between 11:00am and 6:00pm on Monday 26th March.
- Owing to our contract with Altum we cannot allow any merchant firms who wish to have a trade display, to promote any other brand of fertiliser at their site.
- Credit card payments of sponsorship packages will incur a 5% surcharge and this will be added to the invoice at point of confirmation if this option is selected.





[www.dairybusinessconference.co.nz](http://www.dairybusinessconference.co.nz)

**Palmerston North Chairman**

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**Sponsor Co-ordinator**

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**National Facilitator**

Alice Moore  
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