

SPONSORSHIP PROSPECTUS

COATINGS VISION 2021 >>>>>

25 - 27 AUGUST 2021 | HAMILTON



SPONSORSHIP INVITATION

We invite you to join us at the 2021 SCANZ Convention

We wish to welcome and thank you for your interest in sponsoring the 2021 Surface Coatings Association of New Zealand 59th Annual Convention.

As much as the future is still a great unknown, we feel secure enough to go ahead with the 2021 Convention.

For many people, this will be the first opportunity to network with fellow industry people.

We are trying something a little different for our 58th Annual SCANZ Convention, and heading to the Novotel Tainui, right in the middle of Hamilton and next to the mighty Waikato River. We have never been there before, and we are not exactly sure why.

Hamilton is at the heart of the Golden Triangle - less than one and a half hours drive from Auckland, Tauranga and Rotorua. The Hamilton airport is only 15km away from the venue and has direct flights from Wellington and Christchurch.

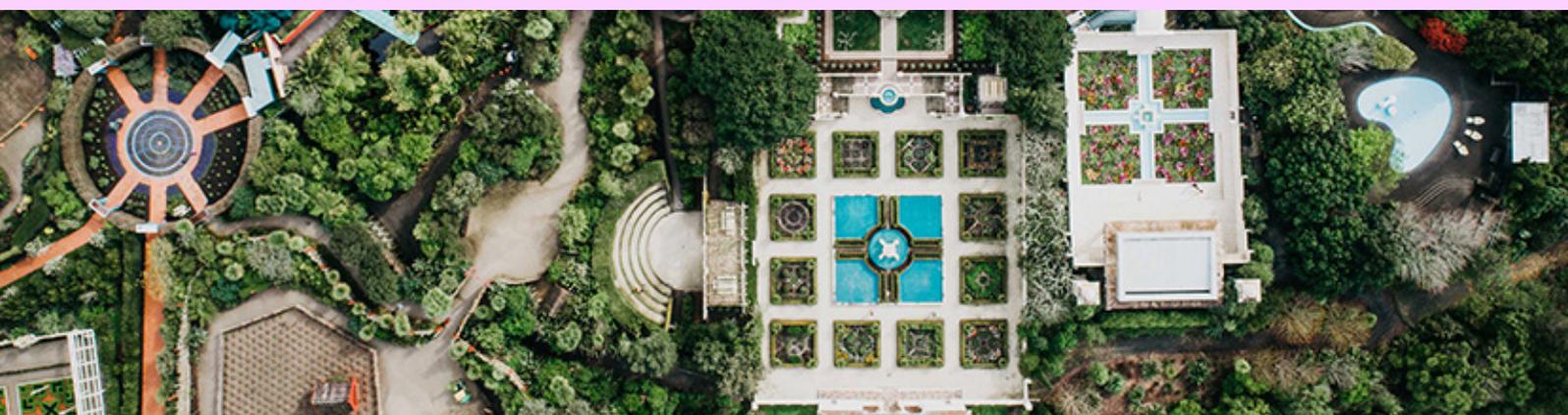
This year's theme is Coatings Vision, and ask with all visions; we ask many questions:

- What is the 'vision' of coatings in the future?
- What has the past year taught us?
- What new technologies are available?
- How can coatings help in everyday life?
- What does sustainability look like in our industry?

We are confident that the friendly, personal nature of the SCANZ convention provides an excellent opportunity for sponsors to promote goods and services and market their organisation to a wide range of influential people throughout the Surface Coatings Industry.

Kind regards

Penny, David K, Eric & Donna
SCANZ Convention Committee



BENEFITS OF PARTICIPATION

In today's economic climate, sponsorship can leverage positive results when incorporated as a comprehensive and effective marketing plan. Consider the benefits your organisation can enjoy in supporting this convention:

Raise your organisation's profile amongst a professional, qualified target audience.

Gain recognition including acknowledgment and clear demonstration of your organisation's involvement, commitment and support for the surface coatings industry.

Gain valuable insights, information and exposure to the latest developments.

Inclusion in the integrated, professional marketing campaign with your logo included in all marketing material via email, the website, print, and in the Brushstrokes journal.

Utilise your own marketing team to work with the Organising Committee to ensure your satisfaction on all of the above.



MARKETING REACH

SCANZ has a full marketing programme set out to promote the convention.

TARGET MARKETS:

- SCANZ members
- New Zealand Paint Manufacturers
- Polymer, Printing ink and Adhesive industries
- Industry supporting service companies
- Tertiary Education Facilities
- Crown Research Facilities

MARKETING METHODOLOGY:

- SCANZ website
- Email campaign
- SCANZ Facebook Page
- SCANZ Linked In Page
- Direct Marketing
- Advertising in "Brushstrokes Journal"

CONVENTION FORMAT

We have also stayed with the Wednesday - Friday format, which we feel worked very well last time. It gives people the opportunity to stay for more networking and potentially tourism activities around the Waikato, or head home for the weekend, especially if you are involved in winter sports.

The SCANZ Convention brings together researchers, chemists, salespeople, manufacturers and academics from throughout New Zealand (and hopefully Australia if the Trans-Tasman bubble opens), with approximately 80 - 100 delegates attending.

Technical papers will focus on the 'Coatings Vision' theme that will include topics on:

- new and emerging technologies
- sustainability
- research & development
- impacts of new regulations
- new materials and analytical test methods
- future ideas and concepts for our industry

As well as the more technical papers, we also look forward to more generic reports from some leading innovators and more topical talks on the impact of the past year on our industry.

Finally, we also have a fantastic social programme that allows for networking opportunities throughout the event, starting with the Welcome Function and Quiz Night on Wednesday, followed by our Convention Dinner on Thursday night. There are optional activities on Friday for those who want to extend their trip to Hamilton and the Waikato.

REGISTRATION FEES

Full Registration Fees remain unchanged

All Prices are inclusive of GST

Member Registration

(For members of SCANZ, SCAA and other CSI organisations)

Earlybird by 23 July 2021	NZ\$620
Standard from 24 July 2021	NZ\$720

Life / Retired / Student Registration

Earlybird by 23 July 2021	NZ\$360
Standard from 24 July 2021	NZ\$460

Non-Member Registration

Earlybird by 23 July 2021	NZ\$870
Standard from 24 July 2021	NZ\$970

Full Registration includes:

- Entry to all sessions on Thursday and Friday
- Convention Handbook
- Convention Satchel
- Morning Tea, Lunch & Afternoon Tea during sessions
- Welcome Reception (Wednesday night)
- Quiz Night (Wednesday Night)
- Convention Dinner (Thursday night)

SPONSORSHIP OPPORTUNITIES

We are pleased to offer the following sponsorship opportunities for 2021.

We can be flexible and are open to alternatives that better suit your needs. We are happy to work with your company to ensure that you get maximum appropriate benefit for your investment. We are confident that the benefits of sponsorship will offer effective exposure to your company not only over the period of the convention but in the years ahead.

Gold	<i>(only one available)</i>	\$6,500 plus GST
Silver	<i>(only two available)</i>	\$4,000 plus GST

Supporting Sponsorships

Wednesday Welcome Cocktails		\$2,000 plus GST
Thursday Morning Tea	SOLD	\$1,500 plus GST
Thursday Lunch		\$2,000 plus GST
Thursday Afternoon Tea	SOLD	\$1,500 plus GST
Thursday Conference Dinner		\$4,000 plus GST
Friday Morning Tea		\$1,500 plus GST
Friday Lunch		\$2,000 plus GST
Satchel Sponsor		\$3,500 plus GST
Lanyard Sponsor	SOLD	\$2,000 plus GST
Speaker Gift Sponsor	SOLD	\$1,000 plus GST
Freight Sponsor		\$1,000 plus GST

GOLD SPONSOR

\$6,500 PLUS GST

- ☑ Recognition as 'Gold Sponsor' on the front page of all convention literature, including printed and electronic material, as well as recognition on the SCANZ website and all outgoing emails from SCANZ
- ☑ Only One Gold Sponsorship available
- ☑ 2 x Complimentary registrations, including lunches and morning/afternoon teas, welcome function and convention dinner
- ☑ Company logo printed on delegate name badges
- ☑ Premium Speaker Slot
- ☑ Company logo featured on sponsor's slide show featuring a longer dwell time and showing times before and after every presentation
- ☑ Gold Sponsor will be entitled to seating at a stage front table at the convention dinner
- ☑ Presentation of plaque giving thanks at the formal dinner
- ☑ Full page advert placed in convention handbook
- ☑ Technical paper from convention speaker published in SCANZ Brushstrokes journal, and highlighted as from Gold Sponsor
- ☑ Opportunity to insert promotional material in the convention satchel
- ☑ Opportunity to erect a fixed banner in the convention room
- ☑ Opportunity to fill Chairman role during convention
- ☑ Ongoing opportunities include:
 - Provide a speaker for a recorded webinar (hybrid or virtual), to be available for all SCANZ members - extending out to OCCA as well if desired
 - Provide a technical article for publication in the SCANZ Brushstrokes Journal, that is distributed to all SCANZ members, NZ education facilities, Crown Research Institutes and sent to sister organisations through the Coatings Scientific Institute.



SILVER SPONSOR

\$4,000 PLUS GST

- ☑ Recognition as 'Silver Sponsor' on all convention literature, including printed and electronic material, as well as recognition on the SCANZ website and all outgoing emails from SCANZ
- ☑ Only Two Silver Sponsorships available
- ☑ 1 x Complimentary registration, including lunches and morning/afternoon teas, welcome function and convention dinner
- ☑ Premium Speaker Slot
- ☑ Technical paper from convention speaker placed in SCANZ Brushstrokes journal, and highlighted as from Silver Sponsor
- ☑ Company logo featured on sponsor's slide show with showing times in between presentations
- ☑ Silver Sponsor will be entitled to seating at a stage front table at the convention dinner
- ☑ Opportunity to insert promotional material in the convention satchel
- ☑ Opportunity to fill Chairman role during convention
- ☑ Ongoing opportunities include:
 - Provide a speaker for a recorded webinar (hybrid or virtual), to be available for all SCANZ members - extending out to OCCA as well if desired
 - Provide a technical article for publication in the SCANZ Brushstrokes Journal, that is distributed to all SCANZ members, relevant NZ universities and institutes, Crown Research Institutes and sent to sister organisations through the Coatings Scientific Institute.



SUPPORTING SPONSORSHIPS

Wednesday Welcome Cocktails \$2,000 ^{plus GST}

- ✓ Acknowledgement as a sponsor in the convention handbook and in all electronic convention communications, including recognition on the SCANZ website
- ✓ Company logo featured on sponsor's slide show at regular intervals during the convention
- ✓ Company logo showcased at Welcome Cocktails venue
- ✓ Announcement at welcome function of your sponsorship
- ✓ Opportunity to insert promotional material in the convention satchel
- ✓ Opportunity to fill Chairman role during convention

Thursday Morning Tea \$1,500 ^{plus GST}

- ✓ Acknowledgement as a sponsor in the convention handbook and in all electronic convention communications, including recognition on the SCANZ website
- ✓ Company logo featured on sponsor's slide show at regular intervals during the convention
- ✓ Company logo showcased at Welcome Cocktails venue
- ✓ Announcement prior to morning tea of your sponsorship
- ✓ Opportunity to insert promotional material in the convention satchel

Thursday Lunch \$2,000 ^{plus GST}

- ✓ Acknowledgement as a sponsor in the convention handbook and programme and in all electronic convention communications, including recognition on the SCANZ website
- ✓ Company logo featured on sponsor's slide show at regular intervals during the convention
- ✓ Company logo showcased at Welcome Cocktails venue
- ✓ Announcement prior to lunch of your sponsorship
- ✓ Opportunity to insert promotional material in the convention satchel
- ✓ Opportunity to fill Chairman role during convention

Thursday Afternoon Tea \$1,500 ^{plus GST}

- ✓ Acknowledgement as a sponsor in the convention handbook and programme and in all electronic convention communications, including recognition on the SCANZ website
- ✓ Company logo featured on sponsor's slide show at regular intervals during the convention
- ✓ Company logo showcased at Welcome Cocktails venue
- ✓ Announcement prior to afternoon tea of your sponsorship
- ✓ Opportunity to insert promotional material in the convention satchel

Thursday Convention Dinner \$4,000 ^{plus GST}

- ✓ Acknowledgement as Convention Dinner on Dinner Tables.
- ✓ 1 x Complimentary Registration, including lunches and morning / after teas, welcome function and convention dinner.
- ✓ Acknowledgement as a sponsor in the convention handbook and programme and in all electronic convention communications, including recognition on the SCANZ website
- ✓ Company logo showcased at Welcome Cocktails venue
- ✓ Company logo featured on sponsor's slide show at regular intervals during the convention
- ✓ Opportunity to insert promotional material in the convention satchel
- ✓ Acknowledgement as a sponsor on the dinner menu
- ✓ Announcement during dinner of your sponsorship

Friday Morning Tea \$1,500 plus GST

- Acknowledgement as a sponsor in the convention handbook and programme and in all electronic convention communications, including recognition on the SCANZ website
- Company logo featured on sponsor's slide show at regular intervals during the convention
- Company logo showcased at Welcome Cocktails venue
- Announcement prior to morning tea of your sponsorship
- Opportunity to insert promotional material in the convention satchel

Friday Lunch \$2,000 plus GST

- Acknowledgement as a sponsor in the convention handbook and programme and in all electronic convention communications, including recognition on the SCANZ website
- Company logo featured on sponsor's slide show at regular intervals during the convention
- Company logo showcased at Welcome Cocktails venue
- Announcement prior to lunch of your sponsorship
- Opportunity to insert promotional material in the convention satchel
- Opportunity to fill Chairman role during convention

Satchel Sponsor \$3,500 plus GST

- Company logo featured on sponsor's slide show at regular intervals during the convention
- Company Logo printed on the satchels
- High level of visibility for your organisation, both onsite at the convention and long after the event has concluded
- Acknowledgement as a sponsor in the convention handbook and in all electronic convention communications, including recognition on the SCANZ website
- Opportunity to insert promotional material in the seminar satchel

Freight Sponsor \$1,000 plus GST

- Acknowledgement as a sponsor in the convention handbook and programme and in all electronic convention communications, including recognition on the SCANZ website
- Company logo featured on sponsor's slide show at regular intervals during the convention
- Announcement prior to lunch of your sponsorship
- Opportunity to insert promotional material in the convention satchel
- Opportunity to fill Chairman role during convention

Lanyard Sponsor \$2,000 plus GST

- Company Logo printed on the lanyards
- High level of visibility for your organisation, with delegates wearing the lanyards during the convention
- Acknowledgement as a sponsor in the convention handbook and in all electronic convention communications, including recognition on the SCANZ website
- Company logo featured on sponsor's slide show at regular intervals during the convention
- Opportunity to insert promotional material in the seminar satchel

Speaker Gift Sponsor \$1,000 plus GST

- Acknowledgement as a sponsor in the convention handbook and in all electronic convention communications, including recognition on the SCANZ website
- Company logo featured on sponsor's slide show at regular intervals during the convention
- Logo printed on complimentary gift added to gift along with SCANZ thank you or you can provide gift with agreement of organising committee.
- Opportunity to insert promotional material in the seminar satchel

SPONSORSHIP CANCELLATION POLICY

Cancellations must be made in writing two months prior to the commencement of the convention. In exceptional circumstances, the Organisers will be prepared to consider cancellation of this contract, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing;
- That the request is received at least two months prior to the convention;
- That the reason given for the cancellation is, in the opinion of the Organisers, well founded

If the cancellation is accepted more than two months before the convention commences, the Organisers shall retain 50% of the contract price. If the cancellation is accepted within two months of the convention then 100% of the contract price will be forfeited.



BENEFITS OF PARTICIPATION

By signing this sponsorship application form you will be contracted to the indicated category and level of sponsorship. You confirm that you have read and agree to the Sponsorship Cancellation Policy. Sponsorship applications are confirmed on a first-in first-served basis. An invoice will be raised for your sponsorship following confirmation of receipt of this application by the Convention Managers.

Please note that prices quoted are in New Zealand Dollars and are exclusive of GST.

Please complete this form, keep a copy for your records and post/fax/email original to:

Surface Coatings Association NZ
PO Box 20145
Glen Eden 0641
New Zealand

Phone (09) 910 0142
Email secretary@scanz.org.nz

Type of Sponsorship Requested

- | | |
|---|---|
| <input type="checkbox"/> Gold Sponsor \$6,500 | <input type="checkbox"/> Silver Sponsor \$4,000 |
| <input type="checkbox"/> Wednesday Welcome Cocktails \$2,000 | <input checked="" type="checkbox"/> Thursday Morning Tea \$1,500 |
| <input type="checkbox"/> Thursday Lunch \$2,000 | <input checked="" type="checkbox"/> Thursday Afternoon Tea \$1,500 |
| <input type="checkbox"/> Thursday Convention Dinner \$4,000 | <input type="checkbox"/> Friday Morning Tea \$1,500 |
| <input type="checkbox"/> Friday Lunch \$2,000 | <input type="checkbox"/> Freight Sponsor \$1,000 |
| <input type="checkbox"/> Satchel Sponsor \$3,500 | <input checked="" type="checkbox"/> Lanyard Sponsor \$2,000 |
| <input checked="" type="checkbox"/> Speaker Gift Sponsor \$1,000 | <input type="checkbox"/> Satchel Inserts \$200 |

Company Name

Address

Contact Name

Phone Email

Payment and Conditions

On receipt of the Sponsorship Application Form, the Convention Organiser will email a letter of confirmation together with an invoice for the amount payable. Sponsors may send either full payment or a deposit of 50%, with the balance of payment due by 30th July 2021.