



Sponsorship and Exhibition Opportunities

29-30 March 2022 | Lower Hutt Events Centre, Wellington, New Zealand

DOWNSTREAM\22
THE ENERGY SECTOR'S STRATEGIC FORUM



ENERGY NEWS
www.energynews.co.nz

About Downstream

Downstream is the premier event for New Zealand's energy sector. The dates for Downstream 2022 are 29-30 March at the Lower Hutt Events Centre.

Downstream is a hybrid event, fusing the physical and digital energy worlds. It spans retail, networks, generation, gas, customers, energy markets, policy and regulation. It brings together asset owners, investors, large energy consumers, solar companies, battery manufacturers, technology providers, equipment providers, energy professionals, industry associations, policy makers and regulators.

Downstream aims to inform and advance the sector. It extrapolates the important trends and helps organisations navigate the energy challenges and prepare for the energy opportunities of the 21st century.

The 2021 event saw over 450 delegates convene in Wellington and online, as a hybrid conference. In 2022 we plan to deliver Downstream again as a hybrid event, live and simultaneously in digital.

As always, thanks to our Foundation Partner organisations and the industry Advisory Panel for their help on content ideas and guidance.

See you in 2022.

Foundation Partners:



About Downstream 2022

In recent years, content at the Downstream conference has taken a hard look at a range of subjects: energy transitions, decarbonisation, the customer, social responsibility, technology and the new energy future.

In 2021 we had a tight turnaround following the Covid-19 postponed 2020 event.

The economy becomes a key issue as the nation navigates its way through the post Covid-19 recession. Priorities will be shifting under a new-look Government post-election. This is not to discount those recently covered subjects, including decarbonisation, but to double-down on the big commercial and regulatory issues of the day.

Key themes – Downstream 2022:

Being set currently.

We will operate a hybrid event model for 2022, using a virtual platform simultaneously with the live event. This will offer opportunities across both elements, with a live audience and a virtual audience. The combination will deliver greater brand presence and lead generation for sponsors and exhibitors.

Images from Downstream 2021

EXHIBITORS



NETWORKING



SPEAKERS



PANELLISTS



DELEGATES

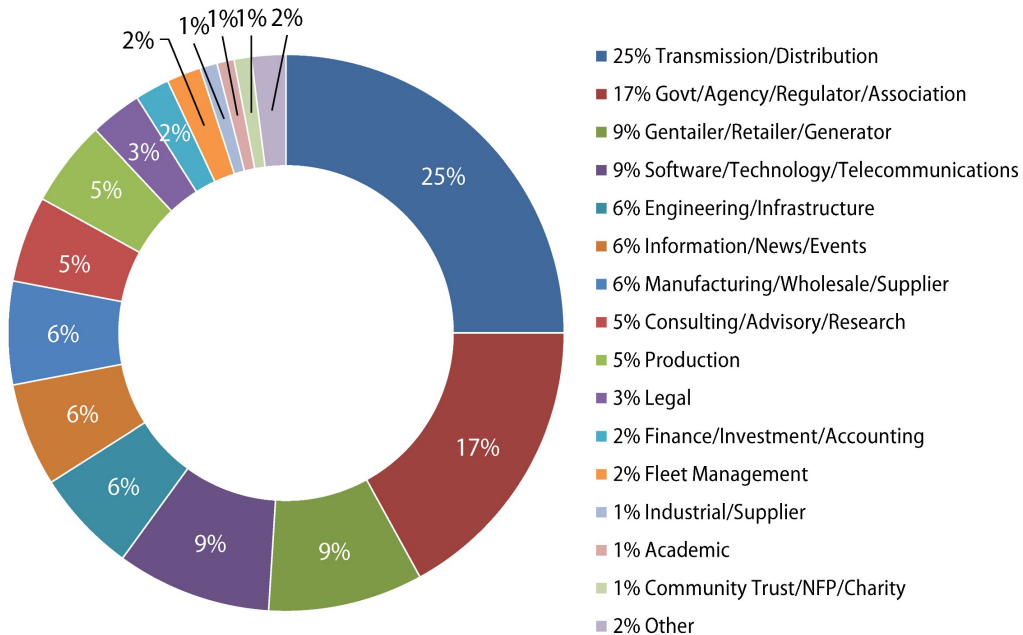


Audience

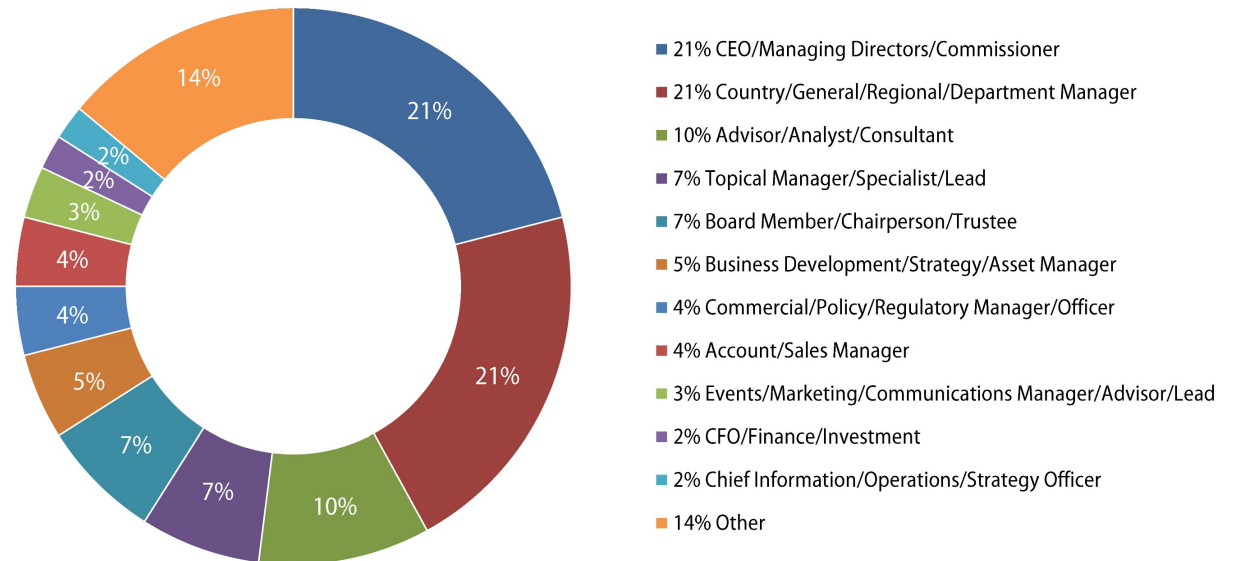
attendees and organisations represented in 2021

Attendee by organisation type

From 160 organisations



Attendee by job title



Organisations that attended in 2021

- ABB Power Grids
- AECOM
- Aggreko
- Align
- Alpine Energy
- Anderson Lloyd Lawyers
- Aotearoa Energy
- Ara Ake
- Arthur D Riley & Co
- Aurora Energy
- Ballance Agri-Nutrients
- Beca
- Bell Gully
- BRG
- Business Desk
- BusinessNZ
- Callaghan Innovation
- Capital Strategic Advisors
- Climate Change Commission
- Colbert Cooper
- Commerce Commission
- Consulate and Trade Office of Canada in Auckland
- Consumer NZ
- Contact Energy
- Cortexo
- Counties Power Consumer Trust
- Counties Power
- Damstra Technology
- Damwatch Engineering
- David Butcher & Associates
- Dentons Kensington Swan
- Downer
- Eagle Technology Group
- Eastland Group
- Edison Consulting Group
- EDMI
- Electra
- Electric Kiwi
- Electricity Authority
- Electricity Networks Association
- Electricity Retailers' Association of New Zealand
- Emerson Process Management
- Energy & Environment
- Energy Efficiency & Conservation Authority
- Energy Security Board of Australia
- Energy3
- Enerlytica
- EnerSys
- EnPot
- Entrust
- ERANZ
- EROAD
- FinCap
- Findlater Sawmilling
- First Retail Group
- Firstgas Group
- Fisher & Paykel Appliances
- Flick Electric Co.
- Fonterra Co-operative Group
- Frazer Lindstrom
- Freeman Media
- Gallagher Group
- Gas Industry Company
- Gas Wizard
- Generator Rental Services & Sales
- Genesis Energy
- Gentrack
- GHD
- Greymouth Petroleum
- Groundline Engineering
- Hiringa Energy
- Horizon Energy Group
- Horizon Networks
- Hutt City Council
- Infrastructure New Zealand
- Infratec
- Intellihub
- Jacobs
- Jarden
- Julie Hardaker Lawyers
- Kawatiri Energy
- KPMG
- Law+Policy
- LeasePlan
- Logic Wireless
- LogiCamms
- MainPower
- Major Electricity Users Group
- Marlborough Lines
- Mercury
- Meridian Energy
- Methanex
- Ministry of Business, Innovation & Employment
- MinterEllisonRuddWatts
- Mitchell Daysh
- Mitton ElectroNet
- National Business Review
- Nelson Electricity
- Network Tasman
- Network Waitaki
- New Zealand Green Investment Finance
- New Zealand Oil & Gas
- New Zealand Steel
- Nokia
- Norconsult NZ
- Northpower
- Nova Energy
- NZX
- OMV New Zealand
- Orion
- Power Systems Consultants
- Powerco
- PowerNet
- PSC
- PT CG Power Systems
- PwC
- Quality Power
- Robotron New Zealand
- Ruralco
- Saferme
- Sapere Research Group
- Sektor Distributors
- Senate SHJ
- Signature Consulting
- Solar South West
- SOTI
- Southland Power Trust
- Spark Digital
- Terra Cat
- TESLA Asia Pacific
- The Lines Company
- The Manufacturers' Network
- Think Orange Legal
- TIL Freight
- Todd Energy
- Tonkin & Taylor
- Top Energy
- Transpower
- Trustpower
- Ultimate Broadband
- Unison Networks
- University of Otago
- University of Waikato
- Utilities Disputes
- Vector Gas Trading
- Vector
- Ventia
- Victoria University of Wellington
- Vital
- Waipa Networks
- Waitomo Energy Services Customer Trust
- Waitomo Group
- Wellington Electricity Lines
- WELLS Group
- Western Institute of Technology at Taranaki
- Westlake Consulting
- Westpower
- Wispa.NZ
- Worley
- WSP

Thank you to our 2021 Sponsors and Exhibitors

SPONSORS

PLATINUM SPONSOR



DINNER SPONSOR



CAFE SPONSOR



NETWORKING DRINKS SPONSOR



LUNCH SPONSOR



BREAKFAST SPONSOR



ROUNDTABLE SPONSORS



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LANYARDS SPONSOR



EXHIBITORS



FOUNDATION PARTNERS



SUPPORTING ASSOCIATIONS



Downstream Marketing

Put your organisation's brand in front of the decision makers

Event sponsors will receive excellent brand exposure by being included in all event collateral, the official event website, web advertising and all email marketing campaigns. We also offer brand positioning on our website for the duration of the event campaign, with a link back to your homepage.

Significant website advertising will be positioned 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 250,000 New Zealand business executives in senior decision-making positions.

The Downstream website www.nzdownstream.co.nz hosts complete event information, both the *Energy News* and Conferenz websites will link to it.

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

Event hybrid model:

We are thrilled to announce the new dates and format for the 2022 Downstream Summit and look forward to working with the industry and sponsors to create an event that further exceeds the high expectations set from the last one.

On 29 & 30 March 2022, we will host the physical event at Lower Hutt Town Hall, with the exhibition hall co-located. The 2022 event will operate a hybrid model, using a virtual platform simultaneously with the live event. This will offer opportunities across both elements, with a live audience and a virtual audience. The combination will deliver greater brand presence and lead generation for sponsors and exhibitors.

Our simultaneous virtual event web platform allows you to connect with attendees online, and build out your sponsor home page, with functionality such as:

- Upload corporate videos for download
- Post downloadable documents/white papers to capture opt-in data
- Post special offers and competition prizes to capture opt-in data
- Make yourself directly contactable via messaging function within the site
- On-demand content and sponsor presence and links for 30 days

All sponsors automatically have the option of this virtual home page presence on the platform, with the opportunity to contact and message attendees during and post the event.

TAKE ADVANTAGE OF BOTH THE LIVE EVENT SUPPORTED BY THE VIRTUAL PLATFORM – GREAT BENEFITS FROM BOTH OPTIONS TO NETWORK WITH THE ATTENDEES AND PROMOTE YOUR COMPANY AND SERVICES! WE’LL HELP YOU SET UP AND GET THE MOST FROM YOUR INVESTMENT!

VIRTUAL SPONSOR PAGE EXAMPLE:

The screenshot shows a virtual sponsor page for Bollé Safety. The page is divided into several sections. At the top, it says "TAILORED FOR YOUR VISION" and "WELCOME TO BOLLÉ SAFETY NEW ZEALAND". Below this is a video player titled "CHECK OUT THE VIDEO(S)" showing a man wearing safety glasses. To the right, there are two columns of promotional content. The left column is titled "COMPETITIONS & SPECIAL OFFERS" and features a "Product trial for your business" section with a "PRODUCT TRIAL" button and a "Public health special offer" section with a "PUBLIC HEALTH" button. The right column features a "Public health special offer" section with a "PUBLIC HEALTH" button. At the bottom, there are three small video thumbnails.

Diamond Sponsor

Investment: \$30,000 + GST

One Available

PHYSICAL EVENT: Pre-event Promotion	<ul style="list-style-type: none"> • Logo association with extensive media promotion throughout the campaign where possible • Recognition as Diamond Sponsor in all media releases, digital marketing and social media posts, where possible • Company logo will appear on the Downstream brochure [front] • Logo recognition within the Downstream website with reciprocal link • Sponsor content teasers in pre-event Digital and Social Marketing
PHYSICAL EVENT: Exhibition Space	<ul style="list-style-type: none"> • 6.0m x 1.8m (10.8 sqm) as a major custom-built site. [unless shown otherwise on plan] • Use of hanging fabric sky banner over expo site if permitted by venue • 2 tracking devices to capture delegate data (including email addresses where available) • Opportunity to provide delegates with a corporate gift or insert in the delegate bag
PHYSICAL EVENT: Plenary Speaker Opportunity	<ul style="list-style-type: none"> • Plenary hall speaking slot, max 30 minutes, during the Industry Updates segment on Day One, subject to approval by the organisers • The Downstream Advisory Panel assists the organisers to assemble the content for the Agenda to ensure the topics and speakers are aligned with market sentiment. Under the agreement the sponsor undertakes to work with the organisers to ensure that their topic and speaker is aligned with the content outcomes and the draft agenda • The sponsor agrees to all reasonable requests to livestream footage and for their speaker to be available for media interviews (upon request)
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none"> • Corporate Guests: 3 guest passes for key clients/customers Guest passes are for senior clients and cannot be transferred to staff or used for vendor partners • Staff passes: Sponsors are provided with 4 staff passes to attend the Downstream
PHYSICAL EVENT: Onsite Branding	<ul style="list-style-type: none"> • Company logo on an accreditation page within the delegate programme • Recognition as a headline sponsor verbally during the programme • Recognition as a headline sponsor via a rotating holding slide • Two complimentary banner display spaces in the main conference room (for free-standing banners] on stage
PHYSICAL EVENT: Dinner	<ul style="list-style-type: none"> • Ten Dinner tickets included as a full table at dinner: One table reserved for Diamond Sponsor with named sign at front of dinner hall.
POST EVENT:	<ul style="list-style-type: none"> • General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event • Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none"> • Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website • Add client hosting passes – request corporate hosting options • Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Platinum Sponsor

Investment: \$17,500 + GST

Two Available

PHYSICAL EVENT: Pre-event Promotion	<ul style="list-style-type: none"> Logo association with extensive media promotion throughout the campaign where possible Company logo will appear on the Downstream brochure [front] Logo recognition within the Downstream website with reciprocal link
PHYSICAL EVENT: Exhibition Space	<ul style="list-style-type: none"> 4.2m x 1.8m (7.56 sqm) [unless shown otherwise on plan] Maximum height of 2.3m 1 tracking devices to capture delegate data (including email addresses where available) Opportunity to provide delegates with a corporate gift or insert in the delegate bag
PHYSICAL EVENT: Plenary Speaker Opportunity	<ul style="list-style-type: none"> Plenary hall speaking slot, max 15 minutes, during the Industry Updates segment on Day One, subject to approval by the organisers The Downstream Advisory Panel assists the organisers to assemble the content for the Agenda to ensure the topics and speakers are aligned with market sentiment. Under the agreement the sponsor undertakes to work with the organisers to ensure that their topic and speaker is aligned with the content outcomes and the draft agenda The sponsor agrees to all reasonable requests to livestream footage and for their speaker to be available for media interviews (upon request)
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none"> Corporate Guests: 3 guest passes for key clients/customers Guest passes are for senior clients and cannot be transferred to staff or used for vendor partners Staff passes: Sponsors are provided with 2 staff passes to attend the Downstream
PHYSICAL EVENT: Onsite Branding	<ul style="list-style-type: none"> Company logo on an accreditation page within the delegate programme Recognition as a platinum sponsor verbally during the programme Recognition as a platinum sponsor via a rotating holding slide
PHYSICAL EVENT: Dinner	<ul style="list-style-type: none"> Five Dinner tickets included: Additional Dinner tickets are available to purchase for \$275 + GST Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
POST EVENT:	<ul style="list-style-type: none"> General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none"> Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website Add client hosting passes – request corporate hosting options Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Gold Sponsor

Investment: \$14,500 + GST

Three Available

PHYSICAL EVENT: Pre-event Promotion	<ul style="list-style-type: none">• Logo association with extensive media promotion throughout the campaign where possible• Company logo will appear on the Downstream brochure• Logo recognition within the Downstream website with reciprocal link
PHYSICAL EVENT: Exhibition Space	<ul style="list-style-type: none">• 3.6m x 1.8m (7.56 sqm) [unless shown otherwise on plan] Maximum height of 2.3m• 1 tracking devices to capture delegate data (including email addresses where available)• Opportunity to provide delegates with a corporate gift or insert in the delegate bag
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none">• Corporate Guests: 2 guest passes for key clients/customers Guest passes are for senior clients and cannot be transferred to staff or used for vendor partners• Staff passes: Sponsors are provided with 2 staff passes to attend the Downstream
PHYSICAL EVENT: Onsite Branding	<ul style="list-style-type: none">• Company logo on an accreditation page within the delegate programme• Recognition as a gold sponsor verbally during the programme• Recognition as a gold sponsor via a rotating holding slide
PHYSICAL EVENT: Dinner	<ul style="list-style-type: none">• Four Dinner tickets included: Additional Dinner tickets are available to purchase for \$275 + GST• Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
POST EVENT:	<ul style="list-style-type: none">• General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event• Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none">• Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website• Add client hosting passes – request corporate hosting options• Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Breakfast Sponsor

Investment: \$11,000 + GST

Two Available per day

PHYSICAL EVENT: Overview	<ul style="list-style-type: none"> • Invitation-only executive breakfasts (two available each day) • Sponsor to provide organisers with a delegate profile brief and attendees will be invited from the delegate list (15-20 max executives, plus 5 max sponsor staff and speaker) • The guest list is strictly controlled by the organisers to ensure that only senior executives attend. This ensures that attendees have the best possible peer networking environment and delivers the best value to the sponsor. Breakfast attendees over the target number will incur an additional payment
PHYSICAL EVENT: Pre-event promotion	<ul style="list-style-type: none"> • Logo association with extensive media promotion throughout the campaign where possible • Company logo will appear on the Downstream brochure • Logo recognition within the Downstream website with reciprocal link
PHYSICAL EVENT: At the Event	<ul style="list-style-type: none"> • Opportunity to host an exclusive audience chosen by the sponsor in conjunction with the organisers to attend a private breakfast. • Exclusive access to senior energy sector executives attending the breakfasts. • Opportunity to present thought leadership research of your choice or similar. • Event organisers are responsible for breakfast logistics.
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none"> • Senior Executives: 1 pass for a sponsor's senior executive to attend Downstream as the representative • Breakfast only passes: 3 passes for staff to attend the breakfast only
PHYSICAL EVENT: Onsite Branding	<ul style="list-style-type: none"> • Opportunity to provide whitepapers or place corporate gift on each place setting (provided by sponsor) • Signage space at the venue outside the breakfast room. • Exclusive branding rights within the breakfast room at the sponsor's discretion.
PHYSICAL EVENT: Dinner	<ul style="list-style-type: none"> • Two Dinner tickets included: Additional Dinner tickets are available to purchase for \$275 + GST • Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
POST EVENT:	<ul style="list-style-type: none"> • General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event • Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none"> • Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website • Add client hosting passes – request corporate hosting options • Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Downstream Dinner Sponsor

\$16,500 + GST

One Available

Pre-event Promotion	<ul style="list-style-type: none"> • Logo association with extensive media promotion throughout the campaign where possible • Your company logo will appear on the Downstream brochure • Logo recognition within the Downstream website with reciprocal link
At the Event	<ul style="list-style-type: none"> • Company logo on an accreditation page within the delegate programme • Recognition as the Dinner sponsor via a rotating holding slide • Opportunity to place a corporate gift in Downstream delegate bag
At the Dinner	<ul style="list-style-type: none"> • Opportunity for a key company executive to provide an address at the dinner for a maximum of 10 minutes before the entertainment or guest speaker, using the Dinner AV system, main stage • Opportunity to place a corporate gift on each table at the dinner [sponsor to provide gift at their 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 (up to four free-standing banners, max 2m x 1m) • Recognition as Downstream dinner sponsor verbally during the evening • Recognition as Downstream dinner sponsor on screen throughout the evening
Guest & Staff Passes	<ul style="list-style-type: none"> • Corporate Guests: 1 guest pass for key clients/customers Guest passes are for senior clients and cannot be transferred to additional staff passes or used for vendor partners • Staff passes: Sponsors are provided with 2 staff passes to attend Downstream
Dinner	<ul style="list-style-type: none"> • 1 reserved Dinner table of 10 in prominent position (10 tickets) Reserved tables are made up of your choice of corporate guests and staff
POST EVENT:	<ul style="list-style-type: none"> • General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event • Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none"> • Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website • Add client hosting passes – request corporate hosting options • Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Network Managers Forum

\$20,000 + GST

One Available

PHYSICAL EVENT: Overview	<ul style="list-style-type: none"> • Invitation-only pre-event function for Network Managers • Exclusive opportunity to brand this event fully and present a thought-leadership piece to the room from the stage
PHYSICAL EVENT: Pre-event Promotion	<ul style="list-style-type: none"> • Logo association with extensive media promotion throughout the campaign where possible as exclusive Network Managers Forum Sponsor • Your company logo will appear on the Downstream Summit brochure • Logo recognition within the Downstream Summit website with reciprocal link • Logo displayed as the exclusive sponsor of the Network Managers Forum on invitations (hard and soft copy invitations sent to approx. 400 individuals) • Opportunity to review the guest list prior to invitations being sent • Opportunity to extend invites to guests of your choosing, in agreement with IEC • Opportunity to review the guest speakers and presentation content
PHYSICAL EVENT: At the Event	<ul style="list-style-type: none"> • Exclusive sponsor of the Network Managers Forum • Opportunity to provide a welcome and a presentation during the Network Managers Forum (15 minutes max) • Opportunity to provide an information pack to each delegate at the forum, including product information and case studies • Sponsorship recognition during Downstream Strategic Summit (verbal and logo recognition) • Complimentary 1.8 x 3.0m exhibition booth with power and lighting
PHYSICAL EVENT: Onsite Branding	<ul style="list-style-type: none"> • Company logo on an accreditation page within the delegate programme. • Recognition as a sponsor verbally during the programme. • Recognition as a sponsor via a rotating holding slide. • Signage space inside the room and on stage with exclusive branding rights
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none"> • Corporate Guests: 6 guest passes for key sponsor staff to attend the Network Managers Forum only Guest passes are for senior clients and cannot be transferred to additional staff passes or used for vendor partners
Awards PHYSICAL EVENT: Dinner	<ul style="list-style-type: none"> • Three Dinner tickets included: Additional Dinner tickets are available to purchase for \$275 + GST • Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
POST EVENT:	<ul style="list-style-type: none"> • General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event • Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none"> • Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website • Add client hosting passes – request corporate hosting options • Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

VIP Dinner Sponsor (pre-event)

\$15,000 + GST

One Available

PHYSICAL EVENT: Overview	<ul style="list-style-type: none"> The format of the Pre-Summit Dinner will allow the sponsor to interact with a select group of senior executives from prominent New Zealand energy companies in a relaxed peer group environment. This dinner will give the sponsor an opportunity for a collaborative discussion on key strategies, ideas and solutions to drive growth. Short introductory presentations from the sponsor will encourage delegate participation and valuable insights into key challenges and opportunities in the New Zealand and international marketplace today
PHYSICAL EVENT: Pre-event Promotion	<ul style="list-style-type: none"> Company logo on the Downstream Summit brochure Logo recognition within the Downstream Summit website with a reciprocal link Sponsor to work with organisers to identify selected attendees from the overall Summit delegate list, plus provide their own target list to invite
PHYSICAL EVENT: At the pre-event dinner	<ul style="list-style-type: none"> Develop relationships with the key energy executives within New Zealand Opportunity to host an exclusive audience chosen by the sponsor in conjunction with the organisers to attend a private dinner function (max 20 executives, plus 4 sponsor staff and 1 sponsor speaker. Any additional delegate attendance will require extra investment of \$250 + GST per delegate.) Venue to be selected from a shortlist provided by the organisers and close to the Summit venue Opportunity for a key company executive to welcome guests and present at the commencement of the dinner A brief presentation by sponsor (no PowerPoint permitted)
PHYSICAL EVENT: Onsite Branding	<ul style="list-style-type: none"> Opportunity to place corporate gift on each pre-Summit dinner place setting (provided by sponsor) Full branding rights during dinner throughout the evening, with two freestanding banners, (max 2m x 1m)
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none"> Corporate Guests: 2 guest passes for key clients/customers to attend the Downstream Summit Guest passes are for senior clients and cannot be transferred to additional staff passes or used for vendor partners Senior Executives: 1 pass for a sponsor's senior executive to attend the Downstream Summit as the representative Pre-event Dinner only passes: 4 passes for Sponsor staff to attend
PHYSICAL EVENT: Downstream Dinner	<ul style="list-style-type: none"> Dinner tickets are available to purchase for \$275 + GST Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
POST EVENT:	<ul style="list-style-type: none"> General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none"> Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website Add client hosting passes – request corporate hosting options Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Barista Sponsorship

\$8,500 + GST

One Available

PHYSICAL EVENT: Pre-event Promotion	<ul style="list-style-type: none">• Logo association with extensive media promotion throughout the campaign where possible• Company logo will appear in the Downstream Summit brochure.• Logo recognition within the Downstream Summit website with reciprocal link.
PHYSICAL EVENT: Exhibition Space	<ul style="list-style-type: none">• Opportunity to sponsor the coffee cart at the event• Collect business cards or scan badges for a coffee – collect data• Conferenz & Freeman Media will provide a barista for the event, in the networking hall, until after final coffee break, for complimentary barista quality coffees for all delegates. Option to brand the back wall with graphics• 4.2m x 1.8m (5.4 sqm) space [unless shown otherwise on plan] Maximum height of 2.3m• Inclusive: power outlet, lights and exhibition shell scheme will be provided at the venue. Furniture, Internet and other services ordered separately in coordination with the organisers.• Opportunity to provide branded collateral in the exhibition/networking area with the barista – pop up banner either side of cart• Opportunity to purchase a tracking device to capture delegate data (including email addresses where available)
PHYSICAL EVENT: Onsite Branding	<ul style="list-style-type: none">• Company logo on an accreditation page within the delegate programme.• Recognition as Coffee Sponsor via a rotating holding slide.• Opportunity to have a high-level of interactivity using prize draws and other lead qualifying activities within the exhibition space at exhibitor cost.
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none">• Staff passes: Sponsors are provided with 2 staff passes to manage the barista site and attend Downstream
PHYSICAL EVENT: Dinner	<ul style="list-style-type: none">• Dinner tickets are available to purchase for \$275 + GST• Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
POST EVENT:	<ul style="list-style-type: none">• General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event• Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none">• Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website• Add client hosting passes – request corporate hosting options• Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Networking Drinks Sponsor

\$7,500 + GST

One Available

<p>PHYSICAL EVENT: Pre-event Promotion</p>	<ul style="list-style-type: none"> • Logo association with extensive media promotion throughout the campaign where possible • Company logo will appear in the Downstream Summit brochure • Logo recognition within the Downstream Summit website with reciprocal link
<p>PHYSICAL EVENT: At the Downstream Summit</p>	<ul style="list-style-type: none"> • Your company will be the exclusive sponsor of a pre-dinner networking drinks reception, taking place within the Summit venue • Opportunity for a key company executive to address the delegates, or show a video, for a maximum of two minutes before the networking drinks using AV system, main stage on Day One • Your company logo will appear on an accreditation page within the delegate programme • Recognition as drinks sponsor verbally during the programme • Recognition as drinks sponsor on screen in the conference room during breaks via rotating holding slide • Option to provide branded collateral in the exhibition/networking area during networking drinks in consultation with the organisers • Opportunity to brand key elements of the networking drinks function such as wine-glass stem-tags [sponsor to absorb costs] • Option for banner display in the exhibition/networking area (for two free-standing banners, max 2m x 1m) during networking drinks
<p>PHYSICAL EVENT: Exhibition Space</p>	<ul style="list-style-type: none"> • Option to upgrade with a 3m x 1.8m exhibition booth scheme for a further \$3,000+gst
<p>PHYSICAL EVENT: Guest & Staff Passes</p>	<ul style="list-style-type: none"> • Staff passes: Sponsors are provided with 2 staff passes to attend the Downstream Summit
<p>PHYSICAL EVENT: Dinner</p>	<ul style="list-style-type: none"> • Five Drinks passes only for your team • Two Dinner tickets included • More Dinner tickets are available to purchase for \$275 + GST • Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
<p>POST EVENT:</p>	<ul style="list-style-type: none"> • General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event • Entitled to receive the post-event feedback report
<p>add-on options:</p>	<ul style="list-style-type: none"> • Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website • Add client hosting passes – request corporate hosting options • Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Lunch Sponsor

\$7,500 + GST (one per day)

Two Available

PHYSICAL EVENT: Pre-event Promotion	<ul style="list-style-type: none">• Logo association with extensive media promotion throughout the campaign where possible• Company logo will appear in the Downstream Summit brochure• Logo recognition within the Downstream Summit website with reciprocal link
PHYSICAL EVENT: At the Downstream Summit	<ul style="list-style-type: none">• Opportunity for a key company executive to address the delegates or show a short video, for a maximum of two minutes and introduce the lunch using AV system and main stage• Your company logo will appear on an accreditation page within the delegate programme• Recognition as luncheon sponsor verbally during the programme• Recognition as luncheon sponsor on screen in the conference room during breaks via rotating holding slide• Option to provide branded collateral in the exhibition/networking area during lunch in consultation with the organisers• Complimentary banner display in the exhibition/networking area (for two free-standing banners, max 2m x 1m), during Lunch
PHYSICAL EVENT: Exhibition Space	<ul style="list-style-type: none">• Option to upgrade with a 3m x 1.8m exhibition booth scheme for a further \$3,000+gst
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none">• Staff passes: Sponsors are provided with 2 staff passes to attend the Downstream Summit
PHYSICAL EVENT: Dinner	<ul style="list-style-type: none">• Two Dinner tickets included More Dinner tickets are available to purchase for \$275 (excl GST)• Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
POST EVENT:	<ul style="list-style-type: none">• General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event• Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none">• Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website• Add client hosting passes – request corporate hosting options• Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Exhibition Booth

Single Booth \$6,000 + GST

PHYSICAL EVENT: Pre-event Promotion	<ul style="list-style-type: none">• Logo association with extensive media promotion throughout the campaign where possible• Company logo will appear in the Downstream Summit brochure.• Logo recognition within the Downstream Summit website with reciprocal link.
PHYSICAL EVENT: Exhibition Space	<ul style="list-style-type: none">• 3m x 1.8m (5.4 sqm) [unless shown otherwise on plan] Maximum height of 2.3m• Inclusive: power outlet, lighting and exhibition shell scheme will be provided at the venue. Furniture, Internet and other services ordered separately in coordination with the organisers.• Opportunity to purchase a tracking device to capture delegate data (including email addresses where available)• BARISTA COFFEE MAY ONLY BE PROVIDED ON BOOTHS IF THERE IS NO OFFICIAL BARISTA SPONSOR. OTHER ACTIVATION SUCH AS WATER, JUICE OR FOOD MAY BE PROVIDED IN THE BOOTH BUT ONLY WITH CONSULTATION WITH THE ORGANISERS AND APPROVAL FROM THE VENUE.
PHYSICAL EVENT: Onsite Recognition & Branding	<ul style="list-style-type: none">• Company logo on an accreditation page within the delegate programme.• Recognition as an Exhibitor via a rotating holding slide.• Opportunity to have a high-level of interactivity using prize draws and other lead qualifying activities within the exhibition space at exhibitor cost.
PHYSICAL EVENT: Guest & Staff Passes	<ul style="list-style-type: none">• Staff passes: Sponsors are provided with 2 staff passes to manage their exhibition booth and attend Downstream
PHYSICAL EVENT: Dinner	<ul style="list-style-type: none">• Two Dinner tickets included. Dinner tickets are available to purchase for \$275 (excl GST)• Corporate tables for groups of 10. To reserve a corporate table you have the option to purchase more tickets
POST EVENT:	<ul style="list-style-type: none">• General delegate list (name, title and organisation only) plus opted in names with full contact info if a badge scanner is hired for the event• Entitled to receive the post-event feedback report
add-on options:	<ul style="list-style-type: none">• Add extra sponsor staff passes for 50% of the current advertised rate on the Downstream website• Add client hosting passes – request corporate hosting options• Hire the use of a delegate badge scanner device for fully opted-in name and contact data at \$350.00+gst

Additional options

Corporate Table at Dinner: \$2750 + GST

- Opportunity to purchase a corporate table at dinner for ten

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 – price dependent on quality of bag, numbers]

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

Corporate brochure distribution: \$2,500 + GST (exclusive)

- Opportunity for your corporate brochure to be distributed to all attendees, either in bags or on desks – 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

- 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

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

Pen Sponsor: \$1000 + GST

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

2022 Sponsorship-Exhibition Agreement

1 of 3

Downstream 2021 | 29 & 30 March 2022 | Lower Hutt Events Centre, Wellington, New Zealand

Date: _____

Name: _____ Email: _____

Title: _____ Tel: _____

Company: _____

Street Address: _____

Mailing Address: _____

Billing Name and Address for invoice: _____

Purchase Order Number supplied if required: _____ [raise PO number for IEC Ltd]

SPONSORSHIP LEVEL AGREED: _____

Add a badge scanner for \$350 for both days: _____

EXHIBITOR BOOTH PREFERENCES: 1: _____ 2: _____ 3: _____

TOTAL NET PRICE AGREED [ex GST]: _____

Please supply a high resolution colour logo file (vectorized CMYK artwork preferable) i.e. pdf, eps, ai file.

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

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

Payment Terms: 70% of full amount on signing as deposit 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

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

DOWNSTREAM\22
THE ENERGY SECTOR'S STRATEGIC FORUM

nzdownstream.co.nz

For: _____

Name:

Title:

Signature: _____

Date:

For IEC Ltd:

Name:

Title:

Signature: _____

Date:

General Terms and Conditions

Agreement for Sponsorship

- 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 disrespect 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.
- 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.
- It is understood that, in all circumstances, the Organiser retains complete responsibility for the programme, content and management of the Event.
- 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

For: _____

Name:

Signature: _____

Date:

For IEC Ltd:

Name:

Signature: _____

Date:

General Terms and Conditions

Agreement for Sponsorship

Cancellation:

- Cancellation by Sponsor: 70% cancellation charge will apply if the Sponsor cancels for any reason between signing the contract and one month prior to the event. 100% cancellation charges will apply for cancellations by the Sponsor for any reason within one month of the event
- Cancellation by Organiser: Should the organiser cancel the event for any reason other than those under Force Majeure, such as not being deemed commercially viable, the Sponsor will be offered a full refund or the opportunity to transfer the investment to another suitable event

Force Majeure:

- Should a force majeure event, such as a flood, fire, storm, earthquake or other form of natural disaster; infrastructure failure or other significant event affecting the event venue from operating fully; epidemic, pandemic or any other form of government order, shutdown, postpone or otherwise affect the event, the organiser reserves the right to reschedule the event at a time to suit as many parties as possible, and the Sponsor will be consulted with the investment being transferred to the rescheduled event. The sponsorship investment is not deemed to be automatically refundable as the event change is outside of the organiser's control. The organisers reserve the right to change the way the event is delivered dependent on any current conditions and restrictions in place by the government, such as the use of virtual event platforms. The sponsor agrees that, in those circumstances, the terms and conditions of this agreement will be met even if the event is delivered as a live event, a hybrid live/virtual event or as a solely virtual event
- 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
- Delegate passes are assigned to a person and cannot be split or shared by more than one person. Passes can be transferred from one nominated person to another before the event providing notification is made to the organiser at least three working days before the event. Any persons found sharing a pass will be refused entry or asked to leave the event
- The organiser reserves the right to request proof of identity from a delegate for the purposes of ensuring they are using a valid pass



For: _____

Name:

Signature: _____

Date:

For IEC Ltd:

Name:

Signature: _____

Date:

General Terms and Conditions

Agreement for Sponsorship – inclusions

Is an exhibition shell scheme required?	
Confirm size of shell scheme if required	
Has the booth number been agreed? If so confirm booth number:	
Have pop-up sponsor banners been agreed on stage, or in the pre-function area?	
Has a round-table speaker been agreed as part of the sponsorship?	
Has a sponsored seminar presentation been agreed, and in what format?	
Has a private sponsored breakfast been agreed, and for how many?	
Is this a barista sponsorship? If so, is our barista required, and estimated cups?	
If this event has a dinner, is a table of ten included?	
Has a desk drop or a bag insert been agreed? Which one if known?	
Is the sponsor speaking at the event? What format? Is the producer aware?	
Is the sponsor hosting clients during the event?	
Is a badge scanner device required to be hired by sponsor, and cost advised?	

DOWNSTREAM\22
THE ENERGY SECTOR'S STRATEGIC FORUM

nzdownstream.co.nz

For: _____

Name:

Signature: _____

Date:

For IEC Ltd:

Name:

Signature: _____

Date:

Contacts

For any further information related to any of these options, or to confirm your interest, please contact one of the team below:

Downstream is a joint venture (IEC Limited) between leading conference and events company, Conferenz and Freeman, publisher of *Energy News*.

James Wardhaugh | Sales Team Leader

Freeman Media

021 636 819

James.Wardhaugh@freemanmedia.co.nz

Dominic Duncan | GM Sponsorship

Conferenz

021 371 302

dominicd@conferenz.co.nz

Luis Porto | Sponsorship Account Manager

Conferenz

021 234 7669

luisp@conferenz.co.nz

Scott Clogg | Senior Sponsorship Account Manager

Conferenz

022 406 3840

scottc@conferenz.co.nz

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ENERGY NEWS
www.energynews.co.nz