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2017 New Zealand Esri User Conference

14-16 August | SkyCity, Auckland Convention Centre







EAGLE TECHNOLOGY GROUP

Duane Eagle
EXECUTIVE DIRECTOR

Corallie Eagle
CHAIR

The annual New Zealand Esri User Conference (NZEUC) is the largest geospatial event of the calendar year. Eagle Technology and Esri representatives bring all the technology updates and trends to the local geospatial community hot on the heels of the Esri International User Conference (San Diego).

Growing year on year, NZEUC (SKYCITY, Auckland, 14-16 August, 2017) is attended by the most senior GIS practitioners and influencers from leading organisations. Survey responses when asked the value of the conference last year included, "Seeing the direction and possibilities of future mapping methods and applications" and, "Everything in technology development relevant to my job/organisation".

The value of location is expanding the use of GIS within organisations and into new markets. Attendees include those from Central Government, Local Government, Utilities, Engineering, Forestry, Agriculture, Public Safety, Banking, Retail and Defence.

NZEUC is your opportunity to showcase your business and engage directly with key practitioners from right across the local geospatial industry. You can expect to derive excellent returns from your investment. We have a range of sponsorship and exhibitor packages. These sold out quickly in 2016, so we encourage you to secure yours fast.



Mark Allan
CEO



Roland Pomana
Chairman, NZEUG Committee

The annual New Zealand Esri User Conference is the premiere geospatial event for the NZ Esri User community. At over 550 attendees it is the biggest opportunity to interact with a diverse group of professionals, all connected through their use of the Esri platform.

This event is the largest showcase of the varied uses of geospatial technology with over 40 user presentations and stories being shared.

The New Zealand Esri User Group (NZEUG) is a non-profit organisation that serves a community of over 450 members and has been operating for approximately 20 years.

NZEUG is proud to support both Eagle Technology Ltd and Esri in helping bring together this auspicious event.

About the 2017 NZ Esri User Conference

- Conference Overview 3
- Schedule and Venue 3
- Why sponsor NZEUC? 4
- Who will attend? 4
- Sponsorship Benefits 5
- Marketing Programme 6

Sponsorship Opportunities

- Platinum Sponsor 7
- Gold Sponsor 8
- Dinner Sponsor 9
- Hardware Partner 10
- Data Partner 11
- Beverage Partner 12
- Water Partner 13
- Welcome Function Sponsor 14
- Farewell Function Sponsor 14
- Branding Add-ons 14

Exhibition Opportunities

- Premium Exhibitor 15
- Exhibitor 15
- Sponsorships and Exhibitions 16



“ We view it as the primary geospatial event in New Zealand

Tony Elson, Director, GBS

Conference Overview

The 2017 New Zealand Esri User Conference will communicate the latest technology, direction and insights for geospatial practitioners. Fashioned on the model of the annual Esri International User Conference (San Diego, July each year), NZEUC is a gathering for all GIS users, from seasoned professionals to new users.

Over three days, the format for the conference is focused on knowledge sharing through a variety of delivery mechanisms and activities. These include keynote presentations, workshops, Special Interest

Groups (SIGs), industry and technology streams, peer to peer case studies, and networking social functions. The Welcome Function, all morning and afternoon session breaks, and the Farewell Function are held in the EXPO area where catering is served. The Conference Dinner is a further opportunity to make new connections.

Schedule and Venue

A complete Agenda will be made available at www.eagle.co.nz/nzeuc and will be regularly updated as it is confirmed.

Run of Events:

Monday 14th August

9:00am-4:30pm – Pre-conference workshops, seminars, Special Interest Groups (SIGs)
12:00pm-4:30pm – Exhibitor Pack-in
4:30pm-6:30pm – EXPO Opening and Welcome Function

Tuesday 15th August

9:00am – Conference Opening Plenary Session
6.30pm – Conference Dinner

Wednesday 16th August

8:30am-9:00am – EXPO open, morning coffee
9:00am – Day 2 Plenary Session
4:30pm-6pm – Farewell Cocktail Function (held in NZ1&2 foyer)

EXPO will be open at the following breaks:
Morning tea, Lunch, Afternoon Tea.
Exhibitors can pack up after Afternoon Tea.



SKYCITY Auckland Convention Centre, Federal Street, Auckland

The venue is located in the heart of New Zealand's premier entertainment destination with a casino, bars and restaurants, Sky Tower, SKYCITY Hotel and SKYCITY Grand Hotel all on site. It is within close vicinity to Auckland's international airport, together with all major national and regional transport links. There are more than 2,000 undercover parking spaces on-site.

The conference will be held on Level 4 and Level 5 of the convention centre.

Floor plans of the venue are available at <http://www.skycityauckland.co.nz/Functions/SKYCITY-Conventions/Floor-Plans.html>

EXPO Area

The Exhibition Hall will be located on Level 4, in the entire area comprising Auckland rooms 1-4. Up to 40 exhibition spaces will be offered. All catering for the event will be located in the Exhibition Hall ensuring maximum exposure for sponsors and exhibitors.

Why sponsor NZ Esri User Conference 2017?

The New Zealand Esri User Conference (NZEUC) has grown year on year since its first meeting of GIS professionals in 1995. In 2015 a record 450 delegates included the who's who of the New Zealand geospatial community.

The New Zealand geospatial industry is a rapid area of growth, now contributing \$1bn to New Zealand's economy each year. The growth of Cloud technology

and mobile applications means that the industry will continue to grow – geospatial analysis can be used to create and share maps with anyone anywhere on any device at any time. Organisations are using GIS as the glue for sharing data rich information at all levels.

By positioning your business as a key contributor to the geospatial industry, you can expect to derive the benefits as this growth accelerates.

Who will attend?

- | | |
|----------------------------|-----------------------------|
| Asset Managers | GIS Consultants |
| Business Analysts | Economists |
| Chief Executive Officers | Intelligence Analysts |
| Chief Information Officers | Operations Managers |
| Developers | Project Managers |
| Esri Users | Senior Managers |
| ICT Managers | Technical Services Managers |
| Geospatial Analysts | University Faculty |
| GIS Managers | |

Industries:

- | | |
|--------------------------|------------------------------|
| Agriculture | Local Government |
| Civil Engineering | Iwi |
| Conservation | National Security |
| Defence | National Resources |
| Economic Development | Oil and Gas |
| Education | Resource Management |
| Emergency Management | Retail |
| Engineering | Search and Rescue |
| Environmental Management | Statistics |
| Forestry | State Owned Enterprises |
| Government | Surveying |
| Financial Services | Telcos |
| Insurance | Transportation and Logistics |
| Infrastructure | Water Management |
| Law Enforcement | Utilities |



2016 Statistics

Total number of attendees = **550**

Breakdown by position:

C-Level= **15%**

Consultant= **21%**

Manager= **23%**

Practitioner= **41%**

Benefits from sponsoring and/or exhibiting at this event

When you sponsor or exhibit at NZEUC, your business benefits extend well beyond the three days of the conference, as your brand is featured in advertising and promoting this event both before and after. Your sponsorship is directed to an engaged audience in a targeted niche market and you are positioned as a leader in GIS and associated technologies.

“

We're enabling GIS for our clients, to make sure that they can do some really great stuff for their clients, and for their business. So we're at the forefront of what GIS is, what's it's going to be next year, the year after and the year after that.

Steve Abley, Director, Interpret Solutions



Marketing programme

Eagle Technology will promote NZEUC to New Zealand's business community and to the local user community. Your organisation will benefit from early uptake of sponsorship by having your brand included in:

Email campaign:

- Regular updates and information via email newsletter to GIS community

Web content:

- Dedicated website www.eagle.co.nz/nzeuc

Promotional Activities:

- Exposure at all trade shows attended by Eagle Technology in 2017
- Participation in the "Meet the Industry Session" (spaces limited)



Advertisements and Public Relations:

- Advertisements in industry publications (Print)
- Insert included with Esri publications to Users
- Banner advertising within relevant industry websites
- PR campaign

Social Media:

- Twitter #nzeuc
- Eagle Technology Facebook
- LinkedIn Group page



Platinum Sponsor

EXCLUSIVE OPPORTUNITY ONE ONLY

Investment: \$15,000 (+gst)

Exhibition Booth

- Floor area and optional stand wall package in premium area of conference EXPO equivalent to four standard stands

Registrations

- Two full Delegate registrations (includes dinner)
- Two Exhibitor Only registrations (excludes dinner)
- Access to discount rate for purchasing further Delegate and/or Exhibitor Only registrations

Presentation and Facilitation

- Opportunity to provide a 20 minute presentation or client case study on Day 2 Plenary session – topic to be linked to solutions complementing GIS
- Opportunity to facilitate a relevant stream session

Acknowledgement

- Acknowledgement in the opening plenary session
- Acknowledgement at the Welcome Function
- Acknowledgement at the Closing Function

Logo Placement

- Company logo placement acknowledging Platinum sponsorship on conference marketing materials, including conference website (with url link), postcard, pre and post email campaign and conference handbook
- Company logo included on presentation rooms holding slide, digital signage and conference app
- Dedicated section in final pre-conference e-mail to promote sponsor's conference activity

Advertisement

- Company profile in conference handbook
- Full page advert in conference handbook

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 4 pages)

Delegate List

- Final delegate list provided post-event, subject to delegate consent



Gold Sponsor

LIMITED OPPORTUNITY THREE ONLY

Investment: \$8,500 (+gst)

Exhibition Booth

- Floor area and optional stand wall package in premium area of conference EXPO equivalent to two standard stands

Registrations

- Two full Delegate registrations (includes dinner)
- One Exhibitor Only registration (excludes dinner)
- Access to discount rate for purchasing further Delegate and/or Exhibitor Only registrations

Logo Placement

- Company logo placement acknowledging Gold sponsorship on conference marketing materials, including conference website (with url link), postcard, pre and post email campaign and conference handbook
- Company logo included on presentation rooms holding slide, digital signage and conference app

Advertisement

- Company profile in conference handbook
- Half page advert in conference handbook

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 2 pages)

Delegate List

- Final delegate list provided post-event, subject to delegate consent



“

This is New Zealand's premier GIS event and absolutely critical on our calendar

Matt Flowerday,
Director, GPS-IT

NZ Esri User Conference Dinner 2016

CASINO
ROYALE
7th



sponsored by



Dinner sponsor

EXCLUSIVE OPPORTUNITY **ONE ONLY**

Investment: \$6,000 (+gst)

Registrations

- One full Delegate registration (includes dinner)
- One additional dinner ticket
- Access to discount rate for purchasing further Delegate and/or Exhibitor Only registrations

Acknowledgement

- Acknowledgement as Dinner Sponsor by dinner MC

Presentation

- Opportunity to present for 5 minutes during dinner

Logo Placement

- Company logo placement acknowledging Dinner sponsorship on conference marketing materials, including conference website (with url link), postcard, pre and post email campaign and conference handbook
- Company logo included on digital signage and conference app
- Company logo main stage screen during dinner

Advertisement

- Company profile in conference handbook
- Two half page adverts in conference handbook
- Opportunity to produce dinner tickets
- Opportunity to produce table number signage
- Opportunity to place one company banner in dinner space and/or pre-dinner space

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 2 pages)

Delegate List

- Final delegate list provided post-event, subject to delegate consent



Hardware Partner

EXCLUSIVE OPPORTUNITY **ONE ONLY**

Investment: \$6,000 (+gst)

Use of Hardware

- Opportunity to provide hardware for use on Eagle Technology EXPO stand, in GIS Gallery and in other areas such as Digital Signage etc

Exhibition Stand

- One standard exhibition stand

Registrations

- Two Delegate registrations (includes dinner)

Acknowledgement

- Acknowledgement of use or sponsor's hardware in two technology demonstrations in technology plenary sessions

Logo Placement

- Company logo placement acknowledging Hardware sponsorship on conference marketing materials promoting the event, including conference website
- Company logo included on presentation rooms holding slide, digital signage and conference app
- Company logo and acknowledgement displayed at the Eagle Technology EXPO stand

Advertisement

- Company profile in conference handbook
- Quarter page advert in conference handbook

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 1 page)

Delegate List

- Final delegate list provided post-event, subject to delegate consent

“

Getting to know those coming into the industry. It's an excellent opportunity to get that under one roof, once a year.

John Arnerich, Director, Locus





“

It's very important. Getting the updates from the local community, the latest from local vendors and some international updates.

Ian Smith, Auckland Transport

Data Partner

EXCLUSIVE OPPORTUNITY **ONE ONLY**

Investment: \$6,000 (+gst)

Use of Data

- Opportunity to provide data for use on Eagle Technology EXPO stand, in GIS Gallery and in other areas to be discussed

Exhibition Stand

- One standard exhibition stand

Registrations

- Two Delegate registrations (includes dinner)

Acknowledgement

- Acknowledgement of use or sponsor's data in demonstrations in technology plenary sessions

Logo Placement

- Company logo placement acknowledging Data sponsorship on conference marketing materials promoting the event including conference website
- Company logo included on presentation rooms holding slide, digital signage and conference app

Advertisement

- Company profile in conference handbook
- Quarter page advert in conference handbook

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 1 page)

Delegate List

- Final delegate list provided post-event, subject to delegate consent



Beverage Partner

EXCLUSIVE OPPORTUNITY **ONE ONLY**

Investment: \$8,500 (+gst)

A partnership to provide quality coffee and beer to our conference delegates via two continuous barista operations in the EXPO and branded conference beer served at the social functions.

Registrations

- Two Delegate registrations (includes dinner)

Logo Placement

- Company logo placement acknowledging Beverage sponsorship on conference marketing materials promoting the event including conference website
- Company logo included on digital signage and conference app
- Company logo / branding on all coffee cups and baristas coffee stand
- Company logo / branding on specially designed beer labels

Advertisement

- Company profile in conference handbook
- Quarter page advert in conference handbook

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 2 pages)
- Delegate List
- Final delegate list provided post-event, subject to delegate consent

Water Partner

EXCLUSIVE OPPORTUNITY **ONE ONLY**

Investment: \$3,000 (+gst)

A partnership to provide filtered water to our conference delegates via two roaming water warriors with water tanks on their backs.

Registrations

- One Delegate registration (includes dinner)
- Opportunity to use own staff to carry the water

Acknowledgement

- Acknowledgement of Water sponsorship in plenary sessions

Logo Placement

- Opportunity to brand the Water space with your company logo
- Company logo placement acknowledging Water sponsorship on conference marketing materials promoting the event including conference website
- Company logo included on presentation rooms holding slide, digital signage and conference app

Advertisement

- Opportunity to dress water warriors in company branded T-shirts
- Opportunity to include a branded, refillable water bottle in delegate conference bags
- Opportunity for water warriors to give out promotional items such e.g. mints
- Company profile in conference handbook
- Quarter page advert in conference handbook

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 1 page)

Delegate List

- Final delegate list provided post-event, subject to delegate consent



Welcome Function Sponsor

EXCLUSIVE OPPORTUNITY ONE ONLY

Investment: \$3,000 (+gst)

Acknowledgement and Presentation

- Acknowledgement during host speech at the Welcome Function
- 3 minute speech at the Welcome Function

Registrations

- One Delegate registration (includes dinner)

Logo Placement

- Company logo placement acknowledging Welcome Function sponsorship on conference marketing materials promoting the event including conference website
- Company logo included on presentation rooms holding slide, digital signage and conference app

Advertisement

- Company profile in conference handbook
- Quarter page advert in conference handbook

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 1 page)

Delegate List

- Final delegate list provided post-event, subject to delegate consent

Farewell Function Sponsor

EXCLUSIVE OPPORTUNITY ONE ONLY

Investment: \$3,000 (+gst)

Acknowledgement and Presentation

- Acknowledgement during host speech at the Farewell Function
- 3 minute speech at the Farewell Function

Registrations

- One Delegate registration (includes dinner)

Logo Placement

- Company logo placement acknowledging Farewell Function sponsorship on conference marketing materials promoting the event including conference website
- Company logo included on presentation rooms holding slide, digital signage and conference app

Advertisement

- Company profile in conference handbook
- Quarter page advert in conference handbook

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 1 page)

Delegate List

- Final delegate list provided post-event, subject to delegate consent

Branding Add-ons

These items can be added on to any sponsorship or exhibition packages for inclusion in the conference bag which is given to every delegate:

Branded company pen - \$750 +gst

Branded company notepads - \$1,000 +gst

Delegate gift - \$1,500 +gst

Note: you must provide the pen, notepad or gift.

Premium Exhibitor

Investment: \$4,000 (+gst)

Exhibition Stand

- Double exhibition stand in premium location of the EXPO area

Registrations

- Two Delegate registrations (includes dinner)

Branding

- Logo placement plus link to Premium Exhibitors website on conference website
- Logo placement and company profile in conference handbook
- Quarter page ad in conference handbook
- Logo placement in digital signage

Conference Bag Insert

- Opportunity to include an A4 insert in delegate conference bags (max 2 pages)

Delegate List

- Final delegate list provided post-event, subject to delegate consent



Exhibitor

Investment: \$2,500 (+gst)

Exhibition Stand

- One exhibition stand in EXPO area

Registrations

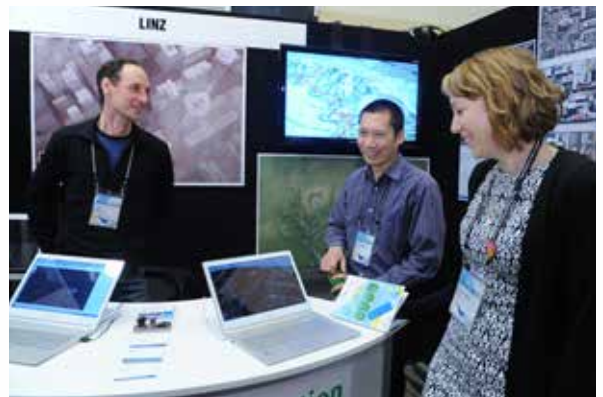
- One Delegate registration (including dinner)

Branding

- Logo placement plus link to Exhibitors website on conference website
- Logo placement and company profile in conference handbook
- Logo placement in digital signage

Delegate List

- Final delegate list provided post-event, subject to delegate consent



Sponsorships & Exhibitions

Sponsorship Level	Platinum	Gold	Hardware	Data	Dinner	Premium Exhibitor	Exhibitor
Number Available	1	3	1	1	1	6	16
Exhibition Booth	✓	✓	✓	✓		✓	✓
Conference Opening – Acknowledgement	✓						
Full Delegate Passes	2	2	2	2	1	2	1
Additional Exhibitor Passes	2	1					
Branding:							
Logo at sessions	✓	✓	✓	✓	✓		
Logo on website	✓	✓	✓	✓	✓	✓	✓
Logo in programme	✓	✓	✓	✓	✓	✓	✓
Company profile	✓	✓	✓	✓	✓	✓	✓
Banner Display					✓		
Speaking session / case study	✓	✓			✓		
Satchel Insert	✓	✓	✓	✓		✓	
Delegate list	✓	✓	✓	✓	✓	✓	✓



For further information or
to discuss the opportunities
presented please contact:

Sponsorship

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