



2019 New Zealand Esri User Conference

12-14 AUGUST
SKYCITY, AUCKLAND CONVENTION CENTRE

Sponsor Brochure



EAGLE
TECHNOLOGY



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2019 NEW ZEALAND ESRI USER CONFERENCE

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The annual New Zealand Esri User Conference (NZEUC) is your opportunity to showcase your business and engage directly with key people from within the geospatial industry and related technologies.

NZEUC is the largest geospatial event of the calendar year. Geospatial is expanding in both existing and new markets, represented by attendees from traditional bases including Government, Local Government, Conservation, Public Safety and Defence, as well as from a growing number sectors that include Utilities, Infrastructure and Agri-Business.

Positioned to closely follow the Esri International User Conference (Esri UC, San Diego), Eagle Technology and Esri together deliver much anticipated technology updates and trends from Esri UC to the New Zealand and South Pacific audience.

Growing year on year, NZEUC (SKY CITY, Auckland, 12-14 August 2019) is attended by the most senior GIS practitioners and influencers.

We have a range of sponsorship and exhibitor packages, detailed in the following pages. We encourage you to secure your place early to avoid disappointment.



Jack Dangermond
Esri President



Duane Eagle
Managing Director



Corallie Eagle
Chair



Roland Pomana
Chairman, NZEUG Committee

Once again, the New Zealand Esri Users Group (NZEUG) are very proud to be a part of the annual NZ Esri User Conference in 2019. We have been a part of this event for over 20 years and as the largest gathering of the NZ GIS community we regard this as our, and NZ's, premiere geospatial event.

With Preconference Workshops, meetings for Special Interest Groups, Keynote Addresses, Esri Technology Updates, vibrant User Presentations from almost every industry imaginable, there is something for everyone. Add to this the vast exhibitor space supported by numerous companies and organisations and a Community Hub where you will find NZEUG. Feel free to come and talk to us or pop into our video booth and record your thoughts on everything GIS and go into the draw to win a fantastic prize.

Apart from all of that, this is the best opportunity for anyone, professional, amateur or enthusiast interested in GIS to listen, talk and network with NZ's GIS community. Whether you want to discuss implementing an enterprise geospatial solution or just get tips and tricks on making a cool map – it's all here.

NZEUG is very proud to support Eagle Technology and Esri in bringing together NZ's greatest GIS event for 2019. With an expected attendance of over 600 people we hope to see you there.

Conference Overview

The 2019 New Zealand Esri User Conference will communicate the latest technology, direction and insights for geospatial practitioners. Modelled on 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 focus for the conference is 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

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 12 AUGUST

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

TUESDAY 13 AUGUST

9:00am	Plenary Session
6.30pm	Conference Dinner

WEDNESDAY 14 AUGUST

8:30am - 9:00am	EXPO open, morning coffee
9:00am	Plenary Session
4:30pm - 6pm	Farewell Function

EXPO will be open at the following breaks:
Morning tea, lunch and afternoon tea.

Exhibitors can pack up after afternoon tea on day 3.



VENUE

The SKYCITY Auckland Convention Centre is located on Federal Street 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 has a direct route to Auckland's 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 <https://skycityauckland.co.nz/functions/conventions/planning-or-holding-an-event/capacity-and-floorplans>

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 are offered. All catering will be located in the Exhibition Hall ensuring maximum exposure for sponsors and exhibitors.



Why Sponsor New Zealand Esri User Conference 2019?

The New Zealand Esri User Conference (NZEUC) has grown year on year since its first meeting of GIS professionals in 1995. In 2018 550+ delegates attended 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
Business Analysts
Chief Executive Officers
Chief Information Officers
Developers
Esri Users
ICT Managers
Geospatial Analysts
GIS Managers

GIS Consultants
Economists
Intelligence Analysts
Operations Managers
Project Managers
Senior Managers
Technical Services
Managers
University Faculty

INDUSTRIES

Agriculture
Civil Engineering
Conservation
Defence
Economic Development
Education
Emergency Management
Engineering
Environmental
Management
Forestry
Government
Financial Services
Insurance
Infrastructure
Law Enforcement

Local Government
Iwi
National Security
National Resources
Oil and Gas
Resource Management
Retail
Search and Rescue
Statistics
State Owned Enterprises
Surveying
Telcos
Transportation and
Logistics
Water Management
Utilities

2018 STATISTICS



BREAKDOWN BY POSITION

C-Level
19%

Consultant
16%

Manager
16%

Practitioner
49%



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

Matt Flowerday, Director, GPS-IT

BENEFITS FROM SPONSORING & 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.



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 2019

ADVERTISEMENTS & 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

ONLY ONE **INVESTMENT: \$15,000** +GST

EXHIBITION BOOTH

- Floor area and optional stand wall package in premium area of conference EXPO.

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 & 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

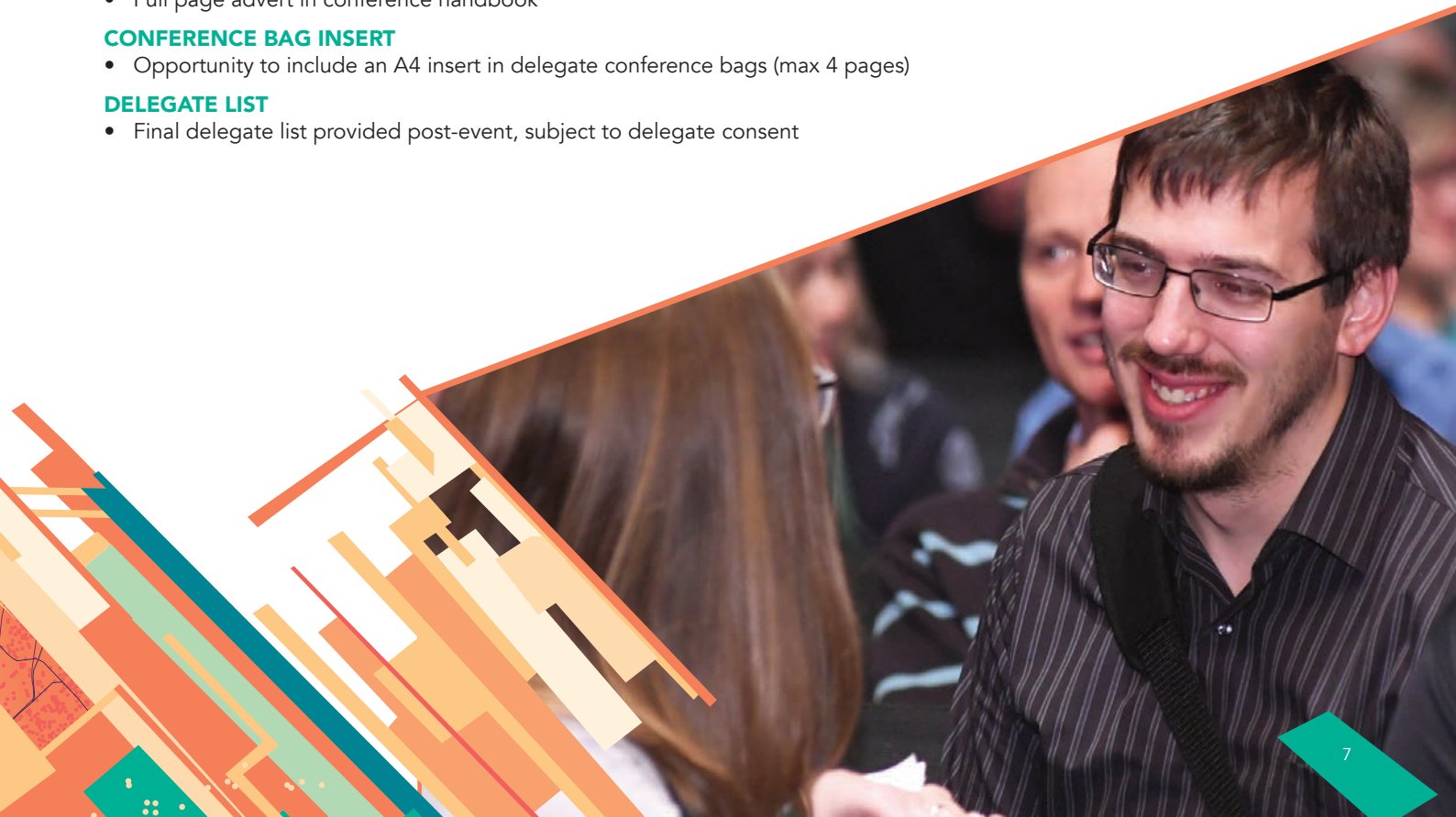
- Company profile in conference handbook
- Full page advert in conference handbook

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

ONLY THREE **INVESTMENT: \$9,000** +GST

EXHIBITION BOOTH

- Floor area and optional stand wall package in premium area of conference EXPO.

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 registration

ADVERTISEMENT

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

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



Dinner Sponsor

EXCLUSIVE OPPORTUNITY

ONLY ONE **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

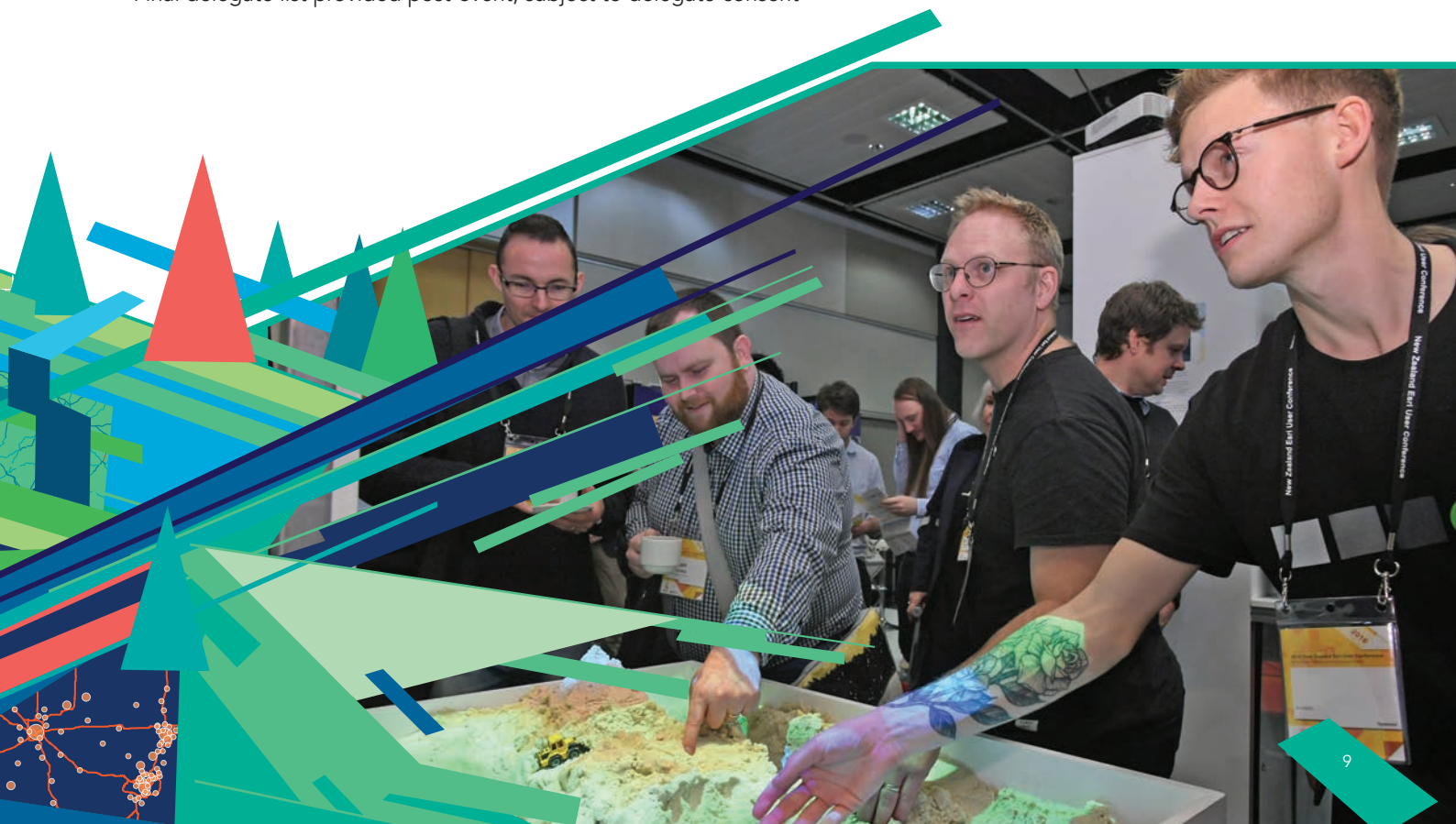
- Company profile in conference handbook
- Two half page adverts in conference handbook
- Opportunity to produce dinner tickets
- Opportunity to produce table number signage
- Opportunity to place one company banner in dinner space and/or pre-dinner space

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

ONLY ONE **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

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- 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



Data Partner

EXCLUSIVE OPPORTUNITY

ONLY ONE **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

The technology updates from Esri and the presentations are key learning opportunities for our staff. The event is a fantastic networking opportunity and a key marketing opportunity for the business overall.

Harley Prowse, Director, GBS



Cold Beverage Partner

EXCLUSIVE OPPORTUNITY

ONLY ONE **INVESTMENT: \$8,500** +GST

A partnership to provide quality 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 cold 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 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



Coffee Sponsor

EXCLUSIVE OPPORTUNITY

ONLY ONE **INVESTMENT: \$3,000** +GST

A partnership to provide quality barista coffee to our conference delegates.
Continuous barista operations in the EXPO

REGISTRATIONS

- One Delegate registration (includes dinner)

ACKNOWLEDGEMENT

- Acknowledgement of Coffee sponsorship in plenary sessions

LOGO PLACEMENT

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

ADVERTISEMENT

- Opportunity to supply branded coffee cups (additional cost).
- Opportunity to include a branded, refillable coffee cup in delegate conference bags
- 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.



Function Sponsors

Welcome Function

EXCLUSIVE OPPORTUNITY ONLY ONE INVESTMENT: \$3,000 +GST

ACKNOWLEDGEMENT & 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

EXCLUSIVE OPPORTUNITY ONLY ONE INVESTMENT: \$3,000 +GST

ACKNOWLEDGEMENT & 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



ADD-ONS

BRANDING

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.

DEMO THEATRE PRESENTATION

Opportunity to purchase a Demo Theatre 20 minute presentation
\$750 + GST

Exclusive to Platinum, Gold and Dinner Sponsors

Premium Exhibitor

INVESTMENT: \$4,000 +GST

EXHIBITION STAND

- 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

- 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 and 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 on Programme	•	•	•	•	•	•	•
Company Profile	•	•	•	•	•	•	•
Banner Display					•		
Speaking Session / Case Study	•	•			•		
Conference Bag Insert	•	•	•	•		•	
Delegate List	•	•	•	•	•	•	•

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

Graeme Henderson

GIS Sales Manager

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Mobile: 021 273 3301

Email: grh@eagle.co.nz

Being a exhibitor at the NZEUC provides us with a great opportunity to showcase our brand, our work and our people, and engage with clients and industry peers from across the country. There's no other occasion like it!

Chris Morris, Spatial & Technology
Group Manager, Abley





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