

**BUILD FOR THE  
FUTURE**

**AuSAE LINC  
Conference & Meetup  
Wellington**

**8- 10 November 2020**



The premier annual event that  
brings together the largest  
gathering of association  
professionals in New Zealand



# LINC Conference & Meet-up

## 2020 Highlights

Together we can help  
**BUILD FOR THE FUTURE**



# Partner Opportunities

**5 PLACES LEFT**

This is cost effective **'walk in, ready to go'** Meet-up/Exhibition designed to save you costs while networking and promoting your product to the New Zealand association market.

### Partner Meet-up Registration includes:

- **Full conference registration** enabling you to attend all conference Business sessions and Social functions (*welcome function and conference dinner*) - additional representatives receive special Conference Partner pricing.
- **One table top area in the Meetup Area** that includes Furniture (*a mixture of high-top tables, chairs, couches and coffee tables*), power for your laptop and great opportunities to connect and network with association delegates over the conference, during the networking breaks and the Association Meet-up
- **Placement of your table top** will be in your region/ destination or sector of your choice, this placement will be done in consultation with yourselves prior to the event.
- **Association Meet-up** - Monday 9th p.m, 1 - 1/2 hours has been set aside for association executives and event managers to meet-up with the conference partners in the Business Hub. This will be opened up for other Association employees that are not registered for the conference but are interested in business events and other sector suppliers.
- **Mailing list of LINC 2020 participants** for one post-conference communication (*includes emails for participants who opt-in*).
- **Company name and hyper-link placed** on conference web-page and within the conference mobile app.

**Price:** \$3,750 + GST nzd *additional representatives \$750 + GST*



### Cost Effective

This is cost effective **'walk in, ready to go'** Meet-up/Exhibition designed to save you costs while networking and promoting your product to the New Zealand association market.



### Association Meet-up

1 - 1/2 hours has been set aside for association executives & event managers **to meet-up** with the conference partners in the Meet-up area. Other Association employees that are not registered for the conference but are interested in business events and other sector suppliers will be invited in attend this event.



### Build for the Future

**Exchange ideas with executives** from across the spectrum of association leadership.

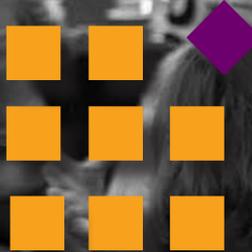


### Why Partner

78% of the 2019 delegates were final decision-makers or has significant influence over the companies buying decisions.

If you have any more questions about the AuSAE LINC conference & meetup, please feel free to contact Brett Jeffery, AuSAE New Zealand General Manager at [brett@ausae.org.au](mailto:brett@ausae.org.au) or 04 889 2292.





You have the perfect recipe for business changing conversations, innovative brand showcasing and the chance to make a difference

### Assisting the Revitalisation of the Business events sector in New Zealand

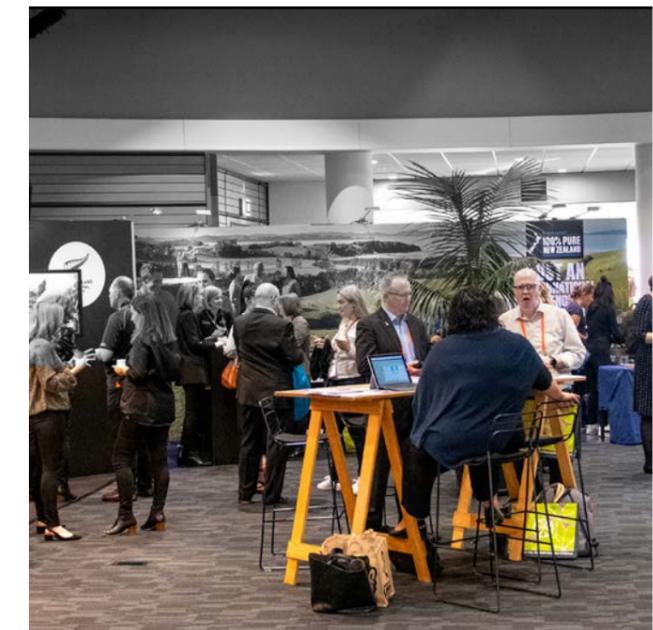
Participating as a conference partner will provide you with the opportunity to deliver your message directly to your key stakeholders and demonstrate your support and products to the Association Community.

In 2020, the goal for the Conference Organising Committee is to bring together more delegates from the full range of industries and disciplines that work in the Association Community.

The Ausae LINC 2020 is aiming for attendance from 150+ delegates from around New Zealand. A Great opportunity for networking and meeting new people within the professional association sector.



## Wellington 8 - 10 November



### THE AuSAE LINC CONFERENCE CAN PROVIDE YOUR ORGANISATION WITH

<b>Maximum exposure</b> at the premier Association Management and Industry Conference		<b>Access</b> to a broad network of industry executives	
The opportunity to <b>demonstrate</b> your company's commitment to the industry		Opportunity to <b>present your latest innovations</b> and new products or services to a pertinent audience	
An opportunity to build and reinforce strategic relationships		<b>Showcase your expertise</b> and capabilities, and educate the industry	
Time to network with industry colleagues and key decision makers		Increased <b>marketing opportunities</b> including visibility on the Congress website and associated marketing materials	
A <b>cost effective</b> way to reinforce your organisation's brand and build brand awareness amongst a relevant audience		The chance to <b>affiliate your brand</b> with a unique and dynamic conference Package	

Commitment levels vary and can be tailored to suit your marketing strategies.



## Additional Opportunities

**Creative & affordable sponsorship opportunities during the conference for increased supplier touch-points throughout the event.**

Take a look at the list of traditional favourites or contact AuSAE to custom-design the perfect opportunity for your company! Don't see one that fits your needs? The sky's the limit - customise your own!

All sponsorship options include the following recognition. Additional benefits are noted in the specific descriptions below:

- Mailing list of LINC 2020 participants for one post-conference communication (includes emails for participants who opt-in)
- Recognition in conference program, on the conference web page, on conference signage and digital presentations, and in the post-conference issue of The Insider

**Please note that registration for the conference is an additional fee.**



**Take a look at the list of partnership opportunities. Don't see one that fits your needs? The sky's the limit - customise your own!**

## Sessions

### First Timer/Solo Participant Meet-Up

Price: \$500 + GST

- Welcome to LINC: first-timers and solo participants on Monday morning before the plenary sessions begin with a casual gathering. Get one-on-one face time with up to 30 participants.

### Plenary Session Experience - Day One & Day Two

Price: \$2,750 + GST (2 opportunities)

- Lead the way by supporting the Plenary Session Experiences during the day. This sponsorship includes: opportunity to showcase your company while introducing the Plenary Sessions, digital display at the session, and recognition on session signage. And other mutually beneficial opportunities (on discussion).

### Concurrent Session Room

Price: \$400 + GST (2 opportunities)

- Sponsor an educational program room for the duration of the conference. Logo on room signage and ability to place branded notepads and materials at place settings.

## Conference Schedule

The Business Hub will be a focal meeting point for the conference; providing a place for delegates to meet and sponsors and Industry suppliers, and to showcase their business. Further details will be released as we approach the event.

Sunday 8 November 2020	Monday 9 November 2020	Tuesday 10 November 2020
<ul style="list-style-type: none"> <li>• PM The Situation room</li> <li>• Conference opening</li> <li>• Conference Welcome</li> </ul>	<ul style="list-style-type: none"> <li>• All day conference</li> <li>• Networking &amp; MEET-UP</li> <li>• Conference dinner</li> </ul>	<ul style="list-style-type: none"> <li>• All day conference</li> <li>• Networking</li> <li>• Stay over dinner</li> </ul>



## Catering Functions

### Delegate Breakfast (Tuesday morning)

Price: \$750 + GST

- A good breakfast paves the way for an engaged mind. Breakfast sponsorship includes a display during the meal, opportunity to distribute marketing materials, and recognition on breakfast signage.

### Welcome Reception | Named Sponsor

Price: \$3,500 + GST

- Welcome arriving participants on Sunday evening casual gathering.

Get one-on-one face time with approximately 100 participants. Sponsorship includes time to showcase your company from the microphone, opportunity to have collateral at the reception tables, and recognition on signage. Comes with 3 tickets to Party with the Partners.

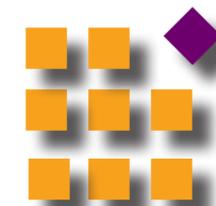
### Conference Dinner - The Great Wellington Dine Around

Price: \$2,000 + GST (5 opportunities)

- This year's conference dinner is going to be a fantastic opportunity to mix and mingle with the conference delegates while experiencing what the Wellington restaurants have to offer.

The delegates will be in groups in which they start at one of five selected restaurants. Moving to a different restaurant for each course.

There is an opportunity to host three different sets of groups throughout the evening in which you can put touches of your own organisation in the experience. Starting with your organisations name in the marketing literature leading up to and during the evening. From there the skies the limit...



## Miscellaneous

### Welcome Experience @ registration desk

Price: \$750 + GST

- Welcome our participants with water bottles and snacks upon arrival at the Shed 6 Wellington. Includes tabletop displays during arrival, opportunity to distribute marketing materials, and recognition on signage.

### Badge Holder

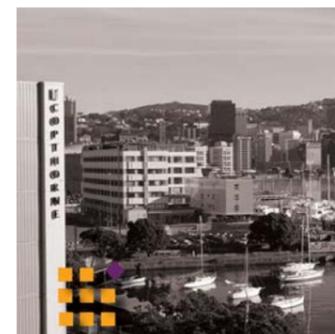
Price: In-Kind

- Your logo on the conference badge holder and lanyard.

### Mobile App Banner Ad for the day

Price: \$300/day + GST (2 opportunities)

- The LINC app! Participants will refer to the mobile app for education program details, content leader bios, in-app games, business Hub meetings and much more. With a banner ad, you get exposure at the top of the event home screen. Partners (including dinner sponsor).



Activity and Nutrition Aotearoa	Institute of Public Works Engineering Australasia
ANZHPBA and ANZGOSA	IPWEA New Zealand Division
Aotearoa New Zealand Association of Social Workers	Irrigation New Zealand
Association of Administrative Professionals NZ Inc.	Leading Age Services Australia Ltd
Association of Consultants & Engineers New Zealand	Life Education Trust NZ
Association of New Zealand Advertisers	Master Electricians Australia
Australasian Society of Association Executives	Master Painters New Zealand Association Inc
Australia and New Zealand	MITO New Zealand Inc
Melanoma Trials Group	Motor Trade Association Inc
Australian & New Zealand	Museums Aotearoa
Association for Health Professional Educators	New Zealand Association Of Counsellors
Australian Boarding Schools Association	New Zealand Audiological Society
Australian Dental Association	New Zealand Bar Association
Australian Medical Association (QLD)	NZ Home Heating Association
Australian Organisation for Quality NSW	New Zealand Institute of Quantity Surveyors
Australian Physiotherapy Association	New Zealand Motor Caravan Association
Australian Rheumatology Association	New Zealand Paint Manufacturers Association Inc
Australian Society for Microbiology	New Zealand Private Surgical Hospitals Association
Australian Veterinary Association	New Zealand School Trustees Association
Building Officials Institute of NZ	New Zealand Security Association
Business Professional Services	New Zealand Society of Local Government Managers
Clean Energy Council	New Zealand Veterinary Association
Crane Association of New Zealand	NZ College of Public Health Medicine
CSC Buying Group	NZ Heavy Haulage Association PAC.NZ
Electricity Engineers Association	Professional Advisers Association New Zealand
Electricity Retailers' Association of New Zealand	Progress to Health
Engineering New Zealand	Project Management Institute of New Zealand
Environmental Defence Society	Real Estate Institute of New Zealand
Family Business Australia	Resolution Institute
Financial Services Federation	Retirement Villages Association NZ
Framework Services Limited	Sports Medicine New Zealand Inc.
Franchise Association of NZ Inc	Te Rito Maioha Early Childhood NZ
Governance New Zealand Incorporated	Australian Psychological Society
Infrastructure New Zealand	The World Council for Total Quality & Excellence in Education
Institute Of Financial Advisers	Tourism Industry Aotearoa
Institute of Internal Auditors NZ	
Institute of Public Accountants	

## Venue: Shed 6 Wellington Venues

**With doors that open straight onto the Wellington waterfront, and located right beside the TSB Arena, Shed 6 is perfectly located.**

It's also an easy stroll from hotel accommodation, culinary delights, quirky cafes, boutique shopping and Wellington's arts, culture and entertainment precinct. A contemporary space with a multi-purpose design, Shed 6 often hosts concerts, conferences, meetings, road-shows, social functions and banquet dinners.

Venues Wellington manages Shed 6 - one of their portfolio of six venues in the heart of New Zealand's creative capital.



## AuSAE LINC Conference & Meetup Partnership Investment

**Register on-line here**

<https://ausae.org.au/event-3840658>

or

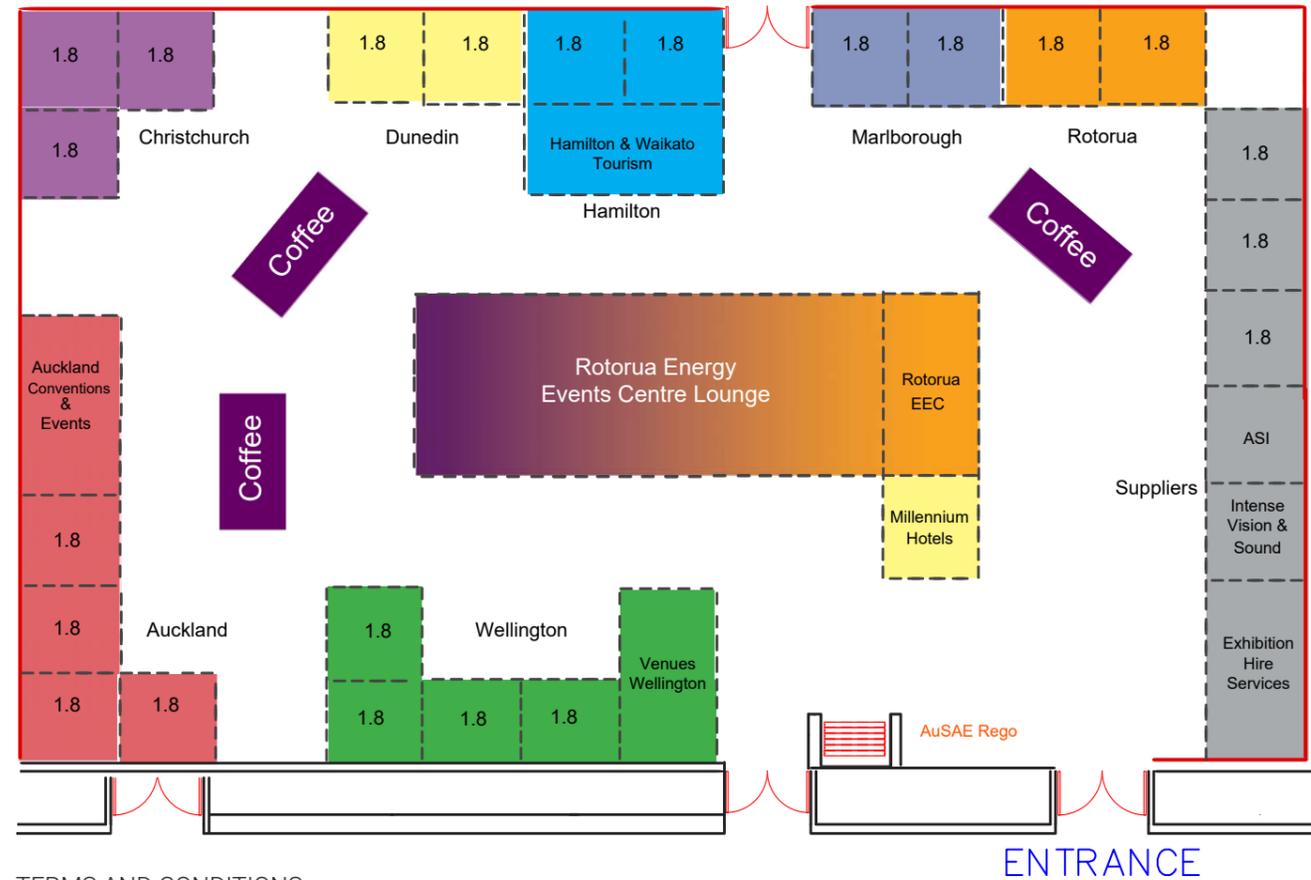
**Contact Brett for assistance or more information**

[brett@ausae.org.au](mailto:brett@ausae.org.au)

**Brett Jeffery - General Manager New Zealand Australasian (NZ) Society of Association Executives**  
O 159 Otonga Rd, ROTORUA 3015, NZ  
D +64 4 889 2292 M +64 27 249 8677  
E [brett@ausae.org.au](mailto:brett@ausae.org.au) W [www.ausae.org.au](http://www.ausae.org.au)

# LINC Conference & Meetup 2020

Meet-up area - Example only, final plan based on regional representation



## TERMS AND CONDITIONS

1. If you have chosen a partnership that is already sold out, you will be contacted upon receipt to arrange an alternate option acceptable to your organisation.
2. Cancellation of sponsorship / partnership must be received in writing on or before 01 September 2020. Cancellations received prior to 1 September 2020 will receive a refund of any monies received, less a \$250.00 administrative fee. For cancellations received after 1 September 2020 AuSAE reserves the right to retain all monies unless a replacement sponsor can be found. While every reasonable precaution is taken, the organisers expressly decline responsibility for any loss or damage which may befall the person or property of the exhibitor from any cause whatsoever.
3. While every reasonable precaution is taken, the organisers expressly decline responsibility for any loss or damage which may befall the person or property of the partner from any cause whatsoever. LINC Partners are advised to take out adequate cover, especially Public Liability Insurance. Public Liability Insurance is not included in the booth cost.
4. If the organisers cannot hold the 2020 AuSAE LINC Conference due to acts of God, government or other events beyond our control, partners and exhibitors will receive a proportionate refund of any monies available after fixed costs have been met. The organisers are not responsible for any further costs incurred by partners and exhibitors in connection with the event.
5. Partners are responsible for providing artwork, logos and text as relevant by the due dates. The organisers takes no responsibility for publishing artwork, logos or text received after the due date or in an incorrect format.
6. The organisers reserve the right to amend the LINC sponsorship program to benefit the partner and/or the event. Every effort will be made to maximise partner benefits as well as delegates' experience.
7. Selection of partners will be based on their ability to meet event requirements and offer innovative solutions. The organisers reserve the right, at their absolute discretion, to deny any offer of partnership.
8. Partner Registration Transferability: All registrations are transferable in full (i.e. no one day passes are available) until 72hrs prior to the 2020 LINC opening. To transfer a registration the person must also be eligible for that registration category.
9. The registrations advised throughout the document for not-for-profit clients are full registrations that include attendance at all LINC sessions, catered breaks, and the social functions. AuSAE do not guarantee acceptance of this offer but will take responsibility of making the offer and organising registrations if NFPs accept the offer. Partner agrees to provide a list at least 12 weeks prior to LINC 2020 to allow AuSAE time to organise this. Note AuSAE are not in a position to cover any attendee travel expenses.
10. Subletting of sponsorship and partnerships will not be permitted and Associated companies who may have representatives on your area should be notified to the event manager.



## AuSAE

Australasian (NZ) Society of Association Executives

**AuSAE - The Australasian (NZ) Society of Association Executives is the leading association for current and future association and not-for-profit (NFP) leaders in New Zealand and Australia.**

We are focused on fostering a strong and robust association sector in New Zealand through providing professional development, support and networking opportunities for existing and emerging leaders.

Through AuSAE, access the support and tools required to help you achieve the goals of your not-for-profit organisation and invest in your career development.

**Our community are senior Chief executives, association event managers, membership and communication directors of associations and industry bodies with the New Zealand.**

