



Leadership, Insights and Networking Conference

LINC<sup>2</sup>

Blenheim

Marlborough

18 - 20 September 2022

*New Zealand's Largest Gathering of Association Professionals*



The AuSAE Leadership Insights Networking Conference (LINC) is our signature event.  
Bringing together association executives from all aspects of association management.

Held in Blenheim, Marlborough for 2022.  
We will be showcasing the region,  
the heart of New Zealand's wine country!

## Linc 2022

AuSAE's premier annual event that brings together the largest gathering of association professionals in New Zealand.

An opportunity for networking and meeting new people within the professional association sector

AuSAE is focused on its commitment to foster a strong and robust association sector.



## Australasian (NZ) Society of Association Executives (AuSAE)

New Zealand has a rich and long history of associations working on behalf of the people they represent. There is an association for almost everything you can think of, and almost every person in new Zealand is positively impacted by the work of associations.

From the beds we sleep in, to the clothes we wear, the cars we drive to the roads and bridges we travel on, the design and construction of the offices and homes we work and live in, to the professional services we access and the community organisations we benefit from, there is an association working hard to improve products, services, professionalism, public policy and ultimately society.

As the home for association professionals, the Australasian Society of Association Executives (AuSAE) is the best channel into this essential market. We have a highly engaged community of over 11,000 senior executives working in organisations in the not-for-profit sector in New Zealand and Australia.

Our community includes individuals working in professional associations, industry bodies, educational institutions, aged care facilities, the arts, charities, religious organisations, community groups, disability services, environmental groups, health care organisations, trade associations, philanthropic foundations, sporting clubs, and welfare groups.

Aimed at professionals in upper and middle management including CEO's, Board Members, operations, marketing, membership and events managers; working with AuSAE is a great opportunity to network and meet with prospective clients.

AuSAE events have proven very beneficial for our past partners and we anticipate that you will receive a significant amount of interest from the key decision maker delegates in attendance. As a Conference partner you can powerfully increase your ability to:

- Generate leads for new business,
- Deepen your relationships with key decision makers from within the not-for-profit sector,
- Raise your profile with key decision makers in the sector,
- Build long term relationships with potential and existing customers.

If you have any questions regarding the Leadership, Insights and Networking Conference (Linc) 2022 packages available, please contact me via [brett@ausae.org.au](mailto:brett@ausae.org.au) or 027 249 8677.

Yours in association,

Brett Jeffery

General Manager - New Zealand, Australasian Society of Association Executives



# Why Partner with Australasian (NZ) Society of Association Executives (AuSAE)

AuSAE attracts delegates from across the association management profession including Chief Executive Officers, Executive Directors, Association executives, conference & event planners and marketing communication professionals.

## AuSAE Linc can provide your organisation with:

Maximum exposure at the premier Association Management and Industry Conference.

The opportunity to demonstrate your company’s commitment to the industry.

An opportunity to build and reinforce strategic relationships

Reduce costs for participants, enabling a higher level of delegate participation.

Time to network with industry colleagues and key decision makers.

The chance to affiliate your brand with a unique and dynamic conference package

A effective way to reinforce your organisations brand and build brand awareness amongst a relevant audience



# Partner Opportunities

As part of the Industry Partner community, we invite you to join us at the conference or extend your reach and endorsement of the New Zealand Association community by coming a conference supporter. As outlined, we are excited to be doing things a little differently for 2022! The Linc conference will be open to all industry partners on an industry partner registration basis. We want to create an optimum networking experience at Linc, striving for a 70/30 split of Association Professionals and Industry Partners. In addition, as an Industry Partner AuSAE has established engaging sponsorship opportunities to maximise your exposure and connection with our delegates leading up to and during the event.

## There will be no stand-alone exhibition booths at Linc 2022, only business areas with the partner opportunities listed below

Industry partners not taking up any partner opportunities, industry registrations will be open mid 2022 in which you can attend the conference, network with the Association executive community. This registration will be subject to availability based on a 70/30 split of Association Professionals and Industry Partners.



# Linc 22 Conference Program

## Sunday 18th September 2022

Exclusive Welcome Function for Association Executives and Conference Supporters.  
*(attendance to this function is limited to selective partner categories)*

## Monday 19th September

Conference sessions throughout the day with engaging networking opportunities.  
**Business Event Hour @LINC** - This scheduled event during Linc, ensuring that delegates spend time meeting with suppliers  
Conference dinner at a winery open to both Association Executives and the Industry Partners.

## Tuesday 20th September

Conference Breakfast open to both Association Executives and Industry Partners.  
Conference sessions throughout the day with engaging networking opportunities.  
Farewell Function.

## Pre - Conference Excursions

*Excursions are open to Industry Partners that take up selective sponsorship packages. This is a great networking opportunity. Excursions at an additional costs*

## Saturday 17th September

Association Executives and their partners will be invited to explore the Marlborough Sounds, enjoying lunch at Furneaux Lodge.  
  
Following this an exclusive dinner will be held at a winery restaurant in Blenheim for Association Executives and their partners.

## Sunday 18 September 2022

Association Executives and their partners will be invited to explore the on a wine tasting experience, leading into the opening welcome function in the evening.

Leadership, Insights and Networking Conference

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Due to the success of the LINC Summer conference, being held with such a small number this event will be restricted to **125 people**

A limited the partnership footprint to 20 opportunities and areas  
*( Down from 30 Exhibition Booths at the last event )*



## Platinum Package *(become a major conference partner )*

Price: \$5,700 + gst ( 3 Premium Opportunities )

Sold

### Pre-Event Marketing:

- Brand promoted for the duration of the marketing program.
- Recognition as a Platinum / Major sponsor of the event.
- Logo on all event collateral - print and digital.
- Logo and profile on the event website with hyperlink
- Organisation social media mentions

### During The Conference:

- Opportunity to join the delegates and their partners on the Saturday and Sunday of the pre-conference excursions (additional cost). Verbal recognition as Platinum Sponsor
- Branding on the AV screens during the event
- Option to show a 30-40 second promotional video at the event
- Two invitations to the exclusive Sunday night welcome function
- Two full conference registration; plus, additional representatives receive special Conference Partner pricing
- Business Hub Hybrid display, with 1.0 mtr black back wall (printed backdrop additional cost), Plinth bar leaner and use of business hub area
- **Post Event:**
- Mailing list of conference participants for one pre and one post conference communication (includes emails for participants who opt-in and subject to privacy laws)
- Post-event report
- 1 customized e-Blast to AuSAE NZ members to be sent in 2023

Click here to  
Book online now



# Gold Package

Price: \$2,100 + gst ( 3 Premium Opportunities )

Sold

**Pre-Event Marketing:**

- Brand promoted for the duration of the marketing program
- Logo on all event collateral - print and/or digital
- Logo and profile on the event website with hyperlink
- Organisation social media mentions

**During The Conference:**

- Verbal recognition as Gold Sponsor
- Branding on the AV screens during the event
- Option to show a 30-40 second promotional video at the event
- One invitations to the exclusive Sunday night welcome function
- One full conference registration; plus, additional representatives receive special Conference Partner pricing
- Sponsorship of a catering break and an opportunity to brand at the preceding conference session (additional cost for branding )

**Post Event:**

- Mailing list of conference participants for one pre and one post conference communication (includes emails for participants who opt-in and subject to privacy laws)
- Post-event report



Click here to  
Book online now

# Philanthropic House Package

Price: \$12,100 + gst (1 Premium Opportunity)

Treat your clients or let AuSAE assist you with gaining new ones. This package is for you to support six Association Executives to attend the conference, air travel and their accommodation at the [14th Lane](#) for the two nights. You'll have the Hotel venue to yourself, providing creative freedom to dress the accommodation with your branding to create a memorable and fun environment for attendees.

**Pre-Event Marketing:**

- Brand promoted for the duration of the marketing program
- Recognition as a major sponsor of the event

**During The Conference:**

- Logo on all event collateral - print and digital
- Logo and profile on the event website with hyperlink
- Organisation social media mentions
- Branding on the AV screens during the event
- Option to show a 30-40 second promotional video at the event
- Opportunity to join the delegates and their partners on the Saturday and Sunday of the pre conference excursions (additional cost).
- Two invitations to the exclusive Sunday night welcome function
- Two full conference registration; plus, additional representatives receive special Conference Partner pricing
- Business Hub Hybrid display, with 1.0 mtr black back wall (printed backdrop additional cost), Plinth bar leaner and use of business hub area

**Post Event:**

- Mailing list of conference participants for one pre and one post conference communication (includes emails for participants who opt-in and subject to privacy laws)
- 1 customized eBlast to AuSAE NZ members to be sent in 2023

*Package includes: Accommodation costs for eight rooms, breakfast, conference registration, travel for your clients to the conference. AuSAE will work with you to get the 'right clients' to the event.*

Primary  
Conference  
Partnership



# Increase Your Visibility Opportunities

We are reimagining your sponsorship opportunities during the conference! On offer are creative opportunities for increased supplier touch-points throughout the event such as but not limited to:

- Attendee Experiences
- Special Events
- Philanthropic House Package
- Sessions and
- Catering



# Monday Conference Lunch

Price: \$3,700 + gst (1 Opportunity)

**This year the first day a conference lunch is going to be held away from the business hub and is a sit-down luncheon.** A fantastic opportunity to make this your event during the conference.

**Pre-Event Marketing:**

- Logo and profile on the event website with hyperlink

**During The Conference:**

- Sit down buffet lunch at the venue, dessert to be served the business hub area
- Acknowledgment as the lunch sponsor
- Naming rights to the breakfast on the day
- A display during the meal
- One invitation to the exclusive Sunday night welcome function
- One full conference registration; plus, additional representatives receive special Conference Partner pricing
- Business Hub Hybrid display, with 1.0 mtr black back wall (printed backdrop additional cost), Plinth bar leaner and use of business hub area

**Post Event:**

- Mailing list of conference participants for one pre and one post conference communication (includes emails for participants who opt-in and is subject to privacy laws)

# Coffee Sponsorship Package

Price: \$6,500 + gst (1 opportunity)

“It’s amazing how the world begins to change through the eyes of a cup of coffee.” – Donna A. Favors.

We all know the coffee cart is a primary hub of any conference. Coffee sponsorship includes

**Pre-Event Marketing:**

- Logo and profile on the event website with hyperlink

**During The Conference:**

- Designated coffee cart and café area, including two bar leaners and matching stools
- Business Hub Hybrid display, with 1.0 mtr black back wall x 2 (printed backdrop additional cost), Plinth bar leaner and use of business hub area. Displayed near the coffee cart for the duration of the conference
- Seize the opportunity to elevate your brand! Make the most of this key location by branding the coffee cart, coffee cups and barista t-shirts (branded signage, cups and t-shirts to be supplied by your organisation)
- Recognition on the conference website (linked to your website) and all conference marketing material
- Branding on the AV screens during the event
- Option to show a 30-40 second promotional video at the event
- Two invitations to the exclusive Sunday night welcome function
- Two full conference registration; plus, additional representatives receive special Conference Partner pricing

**Post Event:**

- Mailing list of conference participants for one pre and one post conference communication (includes emails for participants who opt-in and is subject to privacy laws)

Sold





# Plenary Session Experience

Price: \$3,500 + gst (2 opportunities)

Lead the way by supporting one of the two Plenary Session Experiences, where you can impress an influential and engaged community during a pivotal stage of the conference. This sponsorship includes:

**Pre-Event Marketing:**

Logo and profile on the event website with hyperlink

**During The Conference:**

- Opportunity to take the stage to show your company while introducing one Plenary Sessions (excluding opening day1 and closing day 2)
- Digital display at the session, and
- Recognition on session signage
- One invitation to the exclusive Sunday night welcome function
- One full conference registration; plus, additional representatives receive special Conference Partner pricing
- A conference essential, the notebook and pen is branded collateral that makes its way into the offices and homes of our delegates.
- Business Hub Hybrid display, with 1.0 mtr black back wall (printed backdrop additional cost), Plinth bar leaner and use of business hub area

Practical with longevity outside of the event – it is a fantastic way to put yourself directly in front of every attendee for the conference and beyond! - (Pads and pens at your own cost)

**Post Event:**

- Mailing list of conference participants for one pre and one post conference communication (includes emails for participants who opt-in and subject to privacy laws)

[Click here to Book online now](#)



# Named Partner to the Sunday Evening Exclusive Welcome Function @ the Wine Station

Price: \$4,500 + gst (1 Opportunity)

Welcome early arriving participants on Sunday evening with a casual gathering (food and beverage costs are additional). This influential event sets the tone for the conference going forward. Make your mark on the initial ambiance of LINC, taking advantage of the burgeoning enthusiasm of delegates as they are introduced to the first official conference function!

This event as limited supplier attendance

Sponsorship includes:

**Pre-Event Marketing:**

- Logo and profile on the event website with hyperlink

**During The Conference:**

- Time to showcase your company at your welcome function at the Wine Station
- Opportunity to have collateral at the reception tables,
- Three invitations to the exclusive Sunday night welcome function
- Two full conference registration; plus, additional representatives receive special Conference Partner pricing
- Business Hub Hybrid display, with 1.0 mtr black back wall (printed backdrop additional cost), Plinth bar leaner and use of business hub area

**Post Event:**

- Mailing list of conference participants for one pre and one post conference communication (includes emails for participants who opt-in and subject to privacy laws)







# Named Partner to the Monday Night Conference Dinner

Price: \$6,500 + gst (1 Opportunity)

Sold

The Monday evening dinner is considered the foremost social function of the conference. It provides exceptional networking opportunities. Always a stand-out experience in the AuSAE events calendar, it is looked forward to annually. A more formal affair, it offers a sophisticated branding platform.

## Pre-Event Marketing:

- Logo and profile on the event app
- Logo and profile on the event website with hyperlink

## During The Conference:

- A display at the conference dinner (branding provided by you)
- Time to showcase your company from the microphone accompanied by a brief digital presentation to an attentive audience at the dinner
- Opportunity to have collateral at the reception tables
- Two invitations to the exclusive Sunday night welcome function
- Two full conference registration; plus, additional representatives receive special Conference Partner pricing
- Business Hub Hybrid display, with 1.0 mtr black back wall (printed backdrop additional cost), Plinth bar leaner and use of business hub area

## Post Event:

- Mailing list of conference participants for one pre and one post conference communication (includes emails for participants who opt-in and subject to privacy laws)

# Linc 2021 - Attendance - Sample List

Independent Tertiary Education New Zealand	NZ Paint Manufacturers Association Inc
Arbitrators' and Mediators' Institute of New Zealand Inc.	New Zealand School Trustees Association
Bed & Breakfast Association New Zealand	New Zealand Security Association
Building Services Contractors NZ	New Zealand Society of Anaesthetists
Career Development Association of New Zealand	New Zealand Speech Language
Community Networks Aotearoa	Therapists Association
Cooperative Business New Zealand	New Zealand Veterinary Association
Crane Association of New Zealand	NZ Herefords
Diversity Works New Zealand	NZ Homebased Early Childhood Education
Electricity Engineers' Association	NZ Rural General Practice Network
Employers and Manufacturers Association	Physical Education New Zealand
Engineering New Zealand	Printing Industries New Zealand Inc
Financial Services Federation	Project Management
Franchise Association of New Zealand Inc	Institute of New Zealand
Funeral Directors Association of New Zealand	Property Institute of New Zealand
HERA (NZ Heavy Engineering Research Assoc.)	Public Libraries of New Zealand
Hire Industry Association of New Zealand (Inc.)	Registered Master Joiners New Zealand Joinery
EWPA and NZFIA	Manufacturers Federation
Independent Tertiary Education New Zealand	Retail NZ
Institute of Financial Professionals New Zealand Inc	Retirement Villages Association
Institute of Managers and Leaders Australia and New Zealand	Roofing Association New Zealand
Internet New Zealand	Royal Forest and Bird Protection
Irrigation New Zealand Inc	Society of New Zealand
Library and Information Association of New Zealand	Steel Construction New Zealand
Master Painters New Zealand Association Inc	Taituara Local Government
New Zealand Association of Anaesthetists	Professionals Aotearoa
New Zealand Association Of Counsellors	Total Management Solutions Ltd
New Zealand Health IT	Tourism Industry Aotearoa
New Zealand Institute of Quantity Surveyors	TUANZ
New Zealand Motor Caravan Association Inc	Window & Glass Association NZ





## Linc 2022 - Booking Form

If you are interested in a Conference partnership opportunity, please contact AuSAE on the details below or click below to complete the form:

Australasian (NZ) Society of Association Executives (AuSAE)

Brett Jeffery, General Manager New Zealand

phone: +64 27 249 8677 email : [brett@ausae.org.au](mailto:brett@ausae.org.au)

### AuSAE Leadership Insights Networking Conference (LINC) | Partnership Opportunities

I/We would like to apply for the following partnership opportunity

Platinum package	SOLD	(3 available)	\$5,700
Gold package	SOLD	(3 available)	\$2,100
Philanthropic House Package		(1 available)	\$12,100
Coffee sponsorship	SOLD	(1 available)	\$6,500
Plenary session		(2 available)	\$3,500
Monday Conference Lunch - Named partner		(1 available)	\$3,700
Welcome function - Named partner		(1 available)	\$4,500
Conference dinner - Named partner	SOLD	(1 available)	\$6,500

All prices are plus gst

### Industry delegate registrations will be open mid 2022

*These will be on a 70/30 split of Association Professionals and Industry Partners.*

Click here to  
**Book online now**

## Linc 2022 - Terms and Conditions

1. Booking of partnership can only be made online, and agreeing to the Terms and Conditions outlined.
2. If you have chosen an option that is already sold out, you will be contacted to arrange an alternate option acceptable to your organisation.
3. AuSAE reserves the right of only accepting confirmation once the partnership agreement monies owed is received.
4. Cancellation of sponsorship must be received in writing. In the event you cancel your package, the organiser reserves the right to retain deposit monies received unless that particular package is resold.
5. 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
6. Insurance is not included in the booth cost. Exhibitors may be asked to provide a certificate of cover from their insurer or purchase public liability coverage from the organisers.
7. If the organisers cannot hold the 2022 AuSAE LINC Conference a 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.
8. 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.
9. Partners will receive an information pack containing due dates, requirements and other information after the 'ayment have been received
10. 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.
11. Selection of partners and exhibitors 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.
12. If the sponsor increases their service prices or product specifications prior to fulfilling their LINC commitment the partner will honour the level of partnership and/or service delivery with the organiser at the rates agreed upon. i.e. the organiser will not be affected in any negative financial way due to a partner changing service prices or product specifications.
13. After a partnership has been accepted a reduction in partnership is considered a cancellation and will be governed by the organisers partnership cancellation policy where a fee of 50% in cash of the partnership amount (whether a financial partnership or budget replacement partnership) will apply unless a suitable replacement venue or services can be found.
14. Partner Registration Transferability: All registrations are transferable in full (i.e. no one day passes are available) until 72hrs prior to the 2022 LINC opening. To transfer a registration the person must also be eligible for that registration category.
15. Subletting partnerships will not be permitted and Associated companies who may have representatives on your stand should be notified to the event manager.
16. The organisers make no warranty as to the number of delegates and/or visitors that may attend these events.
17. The provision of delegate contact details is subject to the provisions of the Privacy Act 2021. The Act requires that before name and contact details can be published in a list of forum delegates and distributed to fellow delegates or any other party, delegates must give consent. This consent will be sought but is not guaranteed.
18. Should any or all of the conference be canceled or delayed through no fault of the organiser, the venue or the Event Manager, then the sponsor shall not be entitled to any refund or claim for any loss or damage. Inclusion of artwork and text of corporate logos or recognition in printed material is subject to meeting publication deadlines.
19. The partnership packages include the company logo on selected advertisements. The organisers will seek to provide maximum exposure but make no guarantee that the logos will be placed on all advertisements of the conference.

Leadership, Insights and Networking Conference

**LINC** 2

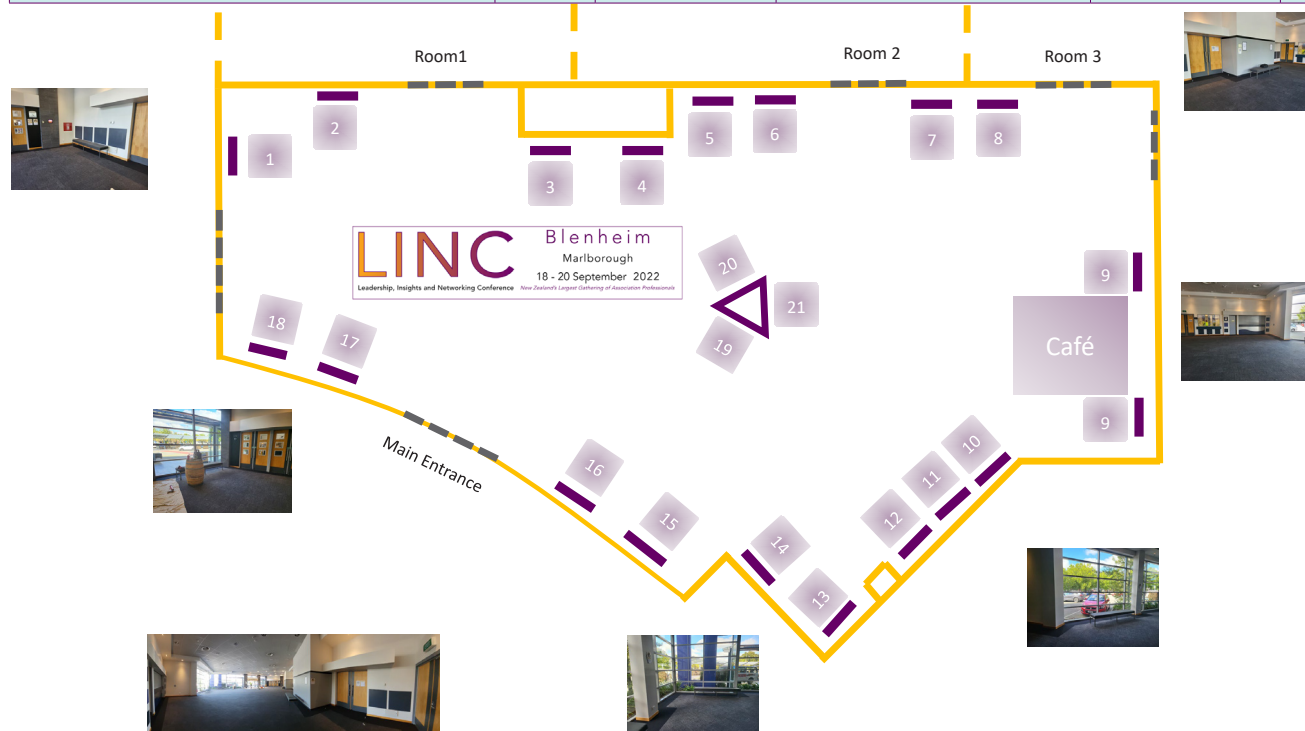
**Blenheim**

Marlborough

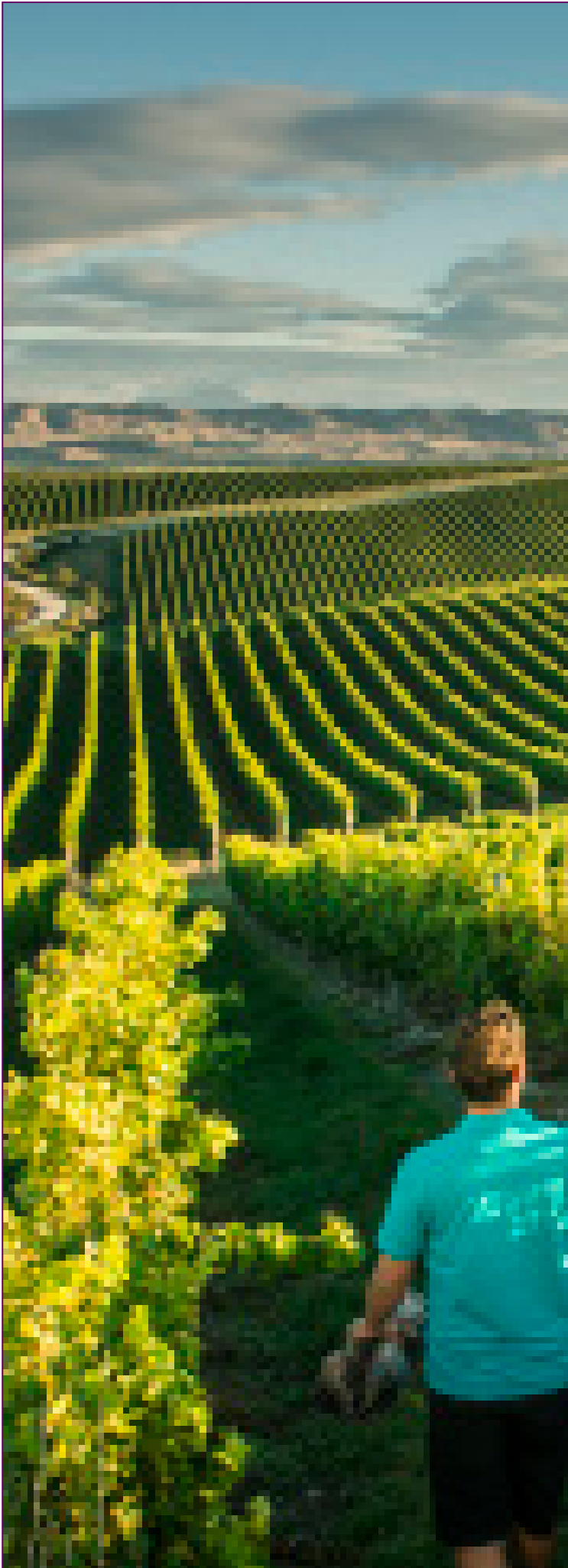
18 - 20 September 2022

*New Zealand's Largest Gathering of Association Professionals*

Partnership Opportunities	No.	Investment (excl GST)	Pre -Conference Excursions Opportunity	Sunday Welcome Function	Business Area	Monday Welcome Lunch	Named Catering break	Conference Dinner	Pax
Platinum Package	3	\$5,700	Option to attend	Yes	Yes	Yes	No	Yes	2
Gold Package	3	\$2,100	No	Yes	No	Yes	Yes	Yes	1
Philanthropic House Package	1	\$12,100	Option to attend	Yes	Yes	Yes	No	Yes	2
Coffee Sponsorship Package	1	\$6,500	No	Yes	Yes	Yes	No	Yes	2
Plenary Session Experience	2	\$5,700	No	Yes	Yes	Yes	No	Yes	1
Named Partner to the Sunday Exclusive Welcome Function	1	\$5,700	No	Yes	Yes	Yes	No	Yes	2
Named Partner Monday Welcome Lunch	1	\$5,700	No	Yes	Yes	Yes	No	Yes	1
Named Partner to the Monday Night Conference Dinner	1	\$6,500	No	Yes	Yes	Yes	No	Yes	2







## Linc 2022

AuSAE's premier annual event that brings together the largest gathering of association professionals in New Zealand.

An opportunity for networking and meeting new people within the professional association sector

AuSAE is focused on its commitment to foster a strong and robust association sector.