



Sponsor Opportunities



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About NZOUG 2014

YOUR OPPORTUNITY

Whether you offer Cloud-based software or services, customer hosted and managed systems, external management of customer systems or training and implementation services, this is your opportunity to demonstrate that your solution not only assists customers to meet their immediate business objectives and will continue to evolve to address changes in customer goals, legislation and industry trends, but that entering into partnership with your organisation will result in a durable, mutually beneficial relationship.

LOCATION

New Zealand Oracle Users Group Conference will be held at the University of Auckland, 19 to 21 November 2014. The Owen Glenn Conference Centre at the Business School of the University of Auckland is an exceptional conference venue, within walking distance of downtown.

DEMO GROUNDS

Demo grounds will be adjacent to but separate from the Exhibition Hall, allowing you to interact with small groups of delegates without distraction.

SPECIAL OFFERS

Book your sponsorship package before 31 May 2014 and receive a 10% discount on the cost of your package¹.

FIND OUT MORE

Further information about the Conference can be found at

<http://nzoug14.nzoug.org/>

¹ Payment of deposit must be received by 31 May 2014.



Why Sponsor?

NZOUG 2014 is the only conference for the Oracle ecosystem that takes place in New Zealand for New Zealanders. With 8 tracks of content, 300–350 delegates, 30 vendors and 10 international speakers it is the event to *be seen and heard*.

NZOUG 2014 offers you a *highly accessible audience* with 300–350 developers, architects, technical leads, managers and administrators all on site for the two days of the event who are looking for real solutions that can assist them in their workplace.

At NZOUG 2014 you can make a *high impact investment* by targeting specific audiences via papers in the formal programme, sessions at a Demo Ground and meetings with decision makers. NZOUG 2014 attracts Oracle customers looking for training and solutions in the following areas: Oracle Database, Database Development, Application Express, Oracle Fusion Middleware, Java, Oracle E-Business Suite, JDEdwards, Peoplesoft, Oracle BI, Hyperion EPM and General Management.

At NZOUG 2014 you will have an *effective and lasting impact* by increasing your profile among current and potential clients. NZOUG 2014 attracts delegates from over 60 companies from around New Zealand.

NZOUG 2014 is an ideal venue *to introduce new products and services* to existing and potential customers.

NZOUG 2014 will provide you with *on-going information*. Statistics on participant profiles and the delegate list will be emailed to you after the event.



Platinum \$10,000

Exclusive

Pre-Event Promotion

- Acknowledgement as the Platinum Sponsor on the Conference website and in all promotional material sent out by the Conference Committee prior to the Conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.
- One email blast to NZOUG members prior to NZOUG 2014.

At the Event

- Keynote Session Day One.
- Two (2) 50-minute conference sessions. Use this opportunity to present case studies which highlight the technical and strategic strengths of your premier products.
- Acknowledgement verbally and on any AV screen as the Platinum Sponsor at the beginning of the Conference and at the Conference Evening Network Event.
- Two (2) guaranteed slots in the Demo Ground per day.
- Numerous display spaces throughout the conference venue for free-standing banners (sponsor to provide) and/or electronic banners (sponsor to provide).
- Logo sponsorship of the Conference Evening Networking Event.
- Logo of your choice on conference bag, lanyard, badge, notepad or pen.
- Branded collateral in the official NZOUG 2014 Conference Bag.
- Company listing in the Sponsor Directory
- 6 x 2.4m booth in prime location in Exhibition Hall.
- Six (6) complimentary Full Conference registrations.
- Additional Full Conference registrations at the early bird member rate.

Post-Event

- Two (2) webinars to NZOUG members over the 12 months following NZOUG 2014.
- Two e-mail blasts to NZOUG members after NZOUG 2014.
- Have your logo and a click through on the front page of the NZOUG website for the 12 months following the Conference.
- Banner ad on NZOUG web site for 12 months following the Conference.
- Delegate list — full delegate list available²

² Subject to Privacy Laws.



Gold \$3,750

Pre-Event Promotion

- Acknowledgement as a Gold Sponsor on the Conference website and in promotional material sent out by the Conference Committee prior to the Conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

At the Event

- Acknowledgement verbally and on any AV screen as the Gold Sponsor at the beginning of the Conference and at the Conference Evening Networking Event
- Your choice of Agenda, Demo Ground or Chill-out Lounge. First come, first served and dependent on choices made by other sponsors.
- Branded collateral in the official NZOUG 2014 Conference Bag.
- Company listing in the Sponsor Directory.
- 3 x 1.8m booth in Exhibition Hall. An additional booth can be purchased for NZD1250 + GST.
- Two (2) complimentary Full Conference registrations.
- Additional Full Conference registrations at the early bird member rate.

Post-Event

- Have your logo and a click through on the front page of the NZOUG website for the 3 months following the Conference.
- Delegate list — full delegate list available³.

³ Subject to Privacy Laws.



Silver \$1,875

Pre-Conference

- Acknowledgement as a Silver Sponsor on the Conference website and in promotional material sent out by the Conference Committee prior to the Conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

At the Event

- Acknowledgement verbally and on any AV screen as the Silver Sponsor at the beginning of the Conference and at the Conference Evening Networking Event.
- Your choice of Agenda, Demo Ground, Chill-out Lounge, Lunch or Tea Break sponsor. First come, first served and dependent on choices made by other sponsors.
- Branded collateral in the official NZOUG 2014 Conference Bag.
- Company listing in the Sponsor Listing
- 3 x 1.8m booth in Exhibition Hall. An additional booth can be purchased for NZD1,250 + GST
- One (1) complimentary Full Conference registration.
- Additional Full Conference registrations at the early bird member rate.

Post-Event

Delegate list — full delegate list available⁴.

⁴ Subject to Privacy Laws.



Other Opportunities

Are you looking for opportunities to show support for the NZOUG and have visibility at NZOUG 2014 but don't want to exhibit? Or do you want to add something extra to your standard package? Check out the example options below or talk to our sponsorship team (contact details below) about creating a custom package tailored to your unique needs.

Charging Stations

In this online world delegates at conferences often struggle to find plugs to charge their laptops and phones. Several charging stations will be placed throughout the venue for NZOUG 2014. This sponsorship will make you one of the most memorable companies at the Conference.

Pre-Conference

- Acknowledgement as the Charging Stations Sponsor on the Conference website and in promotional material sent out by the Conference Committee prior to the Conference.
- Your logo and a click-through to a web page of your choice on the NZOUG web site.

At the Event

- A sign with your company logo will be displayed on each table with a brochure stand for your collateral.

Post-Event

- Delegate list — full delegate list available⁵.

Your Investment

Exhibitor	\$600
Non-Exhibitor	\$1000

Mini Presentations

The Demo Grounds are situated just off the Exhibition Hall and offer you the unique opportunity to give short product presentations to small groups of motivated delegates without having to exhibit or submit an abstract for the formal programme.

Pre-Conference

- Your logo and a click-through to a web page of your choice on the NZOUG web site.

At the Event

- Opportunity to distribute collateral during your presentation at the Demo Ground.

⁵ Subject to Privacy Laws.



Other Opportunities

Post-Event

- Delegate list — full delegate list available⁶.

Your Investment

Exhibitor Complimentary
Non-Exhibitor \$400 for 15 minute slot

Conference Bag Insert

Branded collateral item inserted into each delegate's conference bag. Sponsor to provide.

Exhibitor Complimentary
Non-Exhibitor \$300

⁶ Subject to Privacy Laws.



Other Opportunities

GST

All prices quoted in this document are in New Zealand dollars and exclude GST.

Registration inclusions

Full Conference registrations provide access to all conference sessions and include Thursday and Friday lunch, tea breaks and the Conference Evening Networking Session. The registrations also include delegate collateral and giveaways.

Platinum Package

One (1) package available. The sponsor who takes up this package will be *the* Conference sponsor.

Gold, and Silver Packages

Package is subject to availability of exhibition booths. Last date for applications will be 10 November 2014, to allow for Conference printing deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

Charging Stations

One (1) package available. Last date for applications will be 10 November 2014, to allow for Conference printing deadlines. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.

Mini Presentations

Package is subject to availability of Mini Presentation slots. Applications may be made until 15 November 2014. Early application is recommended to ensure maximum exposure and advertising opportunities for your organisation.



Information for sponsors

Catering

All catering will be served in the Exhibition Hall.

Booth Specifications

Booth Size: 6.0 x 2.4m or 3.0m x 1.8m depending on the package chosen.

Partitions: 2.3m high black frontrunner velcro receptive panels

Note: articles may be attached by velcro hooks, staples or picture hooks.

Power: 1 x 10 amp 4 way power outlet (domestic) per stand

Spotlights: 2x 150-watt spotlights per stand.

Internet: Wireless broadband access.

Booth also includes fascia and company name.

Exhibition Hall Floorplan

A copy can be found on the NZOUG website at www.nzoug.org.nz



Applying for a Sponsorship Package

To apply for a sponsor package please fill out the application form at www.nzoug.org.nz.

Payment Terms

A deposit of 50% is required upon acceptance of your sponsor package application.

Payment in full must be made by 1 October 2014.

Payment in full is required upon acceptance of applications made after 1 October 2014.

Cancellation

Thirty (30) days or more before the Conference start date — 100% refund.

Less than thirty (30) days before the Conference start date — 50% refund.

Enquiries

All enquiries regarding sponsorship for NZOUG 2014 should be addressed to:

NZOUG 2014 Sponsorship Coordinator
Email marketing@nzoug.org.nz
Phone 021 909 851



Comparison of Sponsorship Packages

	Platinum	Gold	Silver
Price (NZD)	10,000	3,750	1,875
Keynote	✓	x	x
Conference session	2	2	1
Guaranteed Demo Ground slots	2/day	x	x
Display Spaces	Throughout venue	Dependent on option chosen	Dependent on option chosen
Conference Option	Conference Evening Networking Event	Agenda, Demo Ground, Chill-out Lounge	Lunch or Tea Break
Logo on Conference item	Bag, lanyard, badge, notepad or pen	x	x
Branded collateral in Conference Bag	✓	✓	✓
Booth	6 x 2.4m	3 x 1.8m + \$1250 for extra booth	3 x 1.8m
Complimentary Conference Registrations	6	2	1
Post Conference sponsorship	12 months	3 months	x
Webinars	2	x	x
E-mail blasts	3	x	x
Banner ad on NZOUG web site	12 months	6 months	3 months