



NZ Wellness Tourism Symposium
Nelson, 18 - 19 Sep 08

Invitation to Sponsor

The New Zealand Wellness Tourism Symposium
Nelson, September 2008

INVITATION TO SPONSOR

"Getting ready for the wellness tourist" is the Inaugural New Zealand Wellness Tourism Symposium to be held at the Rutherford Hotel in Nelson, 18th – 19th September 2008.

Spa and wellness tourism is one of the fastest growing segments of the global tourism industry and a multi billion dollar market worldwide, estimated at roughly US\$550 billion in the first world. New Zealand's natural beauty, way of life and green image make it the first choice for many travelers seeking authentic wellness experiences. However, as NZTE recently recognised, there is strong evidence to suggest that New Zealand businesses are missing out on the opportunities to capitalise on the fast growing global spa and wellness industry via inbound tourism channels.

The NZ Wellness Tourism Symposium will bring together representatives from

- Local and national authorities and bodies (councils, Regional Tourism Organisations, RTONZ, and others),
- Central government bodies (New Zealand Trade and Enterprise, Ministry of Tourism, Ministry of Health, Tourism New Zealand, and others),
- Industry associations (Tourism Industry Association New Zealand, International Spa Association, Conventions & Incentives New Zealand, and others),
- Local and national tourism operators, wellness professionals and inbound (tour) operators

It aims to set the scene for the operational and strategic development of Wellness Tourism in New Zealand, gear the nation and its businesses for the wellness tourist, and put New Zealand on the path to establishing itself as a leader in wellness tourism in the southern hemisphere. The audience will include invited national and international guest speakers and we expect 150-200 delegates to attend from all over New Zealand.

Wellness Tourism relates the wellbeing of people to the wellbeing of the land and wellness tourists are highly sensitive to issues of sustainability and social responsibility. As such the symposium will also address the challenges the wellness tourism industry currently faces in terms of environmental management and sustainable business practices.

We're seeking sponsorship from businesses already associated with the wellness and tourism industry or looking to establish themselves as leaders in the wellness tourism industry, as well as businesses and organisations who can benefit the industry in terms of environmental management and sustainable business practices.

The symposium offers an outstanding opportunity for sponsors to get their message and brand out to a focussed audience. Sponsors of the inaugural NZ Wellness Tourism Symposium in September 2008 gain maximum exposure and the unique opportunity to leverage and profile their business and/or promote new and existing products and services to a rapidly growing industry. There are several sponsorship opportunities available including the option to purchase trade display space, but we also welcome other options or suggestions.

THE NZ WELLNESS TOURISM SYMPOSIUM – HEALTHY BUSINESS FOR HEALTHY TRAVELLERS!

SPONSORSHIP OPPORTUNITIES

All opportunities for sponsorship are outlined in the following pages. The conference organisers will be happy to work with you to accommodate any specific needs and/or requests which you may have or feel would be appropriate for this audience. We are committed to ensuring that sponsor businesses receive maximum benefits from their involvement.

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|-----------------------------|--------------------------------------|
| ▪ Major Sponsors | Cost: \$5,000 +GST (multiple) |
| ▪ Conference Dinner Sponsor | Cost: \$5,000 +GST (limited to one) |
| ▪ Lunch Sponsors | Cost: \$3,000 +GST (limited to two) |
| ▪ Wellness Break Sponsors | Cost: \$2,000 +GST (limited to four) |
| ▪ Trade Displays | Cost: \$1,000 +GST (multiple) |

MAJOR SPONSOR

\$5,000 + GST

Major sponsors will make an important contribution to the success of the conference and will have the opportunity for maximum exposure of their logo and brand to conference delegates.

Benefits

- ✓ Naming rights to either a symposium session, keynote speaker or workshop, allocated on a first in first served basis
- ✓ Recognition as a *Major Sponsor* and company logo on the symposium website (with a direct link to own website), and on the cover of the programme handbook
- ✓ Sponsor's name included in the symposium programme in relation to their session, speaker or workshop
- ✓ Complimentary half page advert in the programme handbook
- ✓ Verbal recognition at the symposium
- ✓ On screen recognition in the plenary room between sessions
- ✓ One complimentary full registration including meals and entry to all sessions. Additional registrations may be purchased.
- ✓ Inclusion of promotional material showcasing the company/products in the delegate satchel
- ✓ Inclusive Trade Display at the Rutherford Hotel. Please see the Trade Display section for details.
- ✓ Preferential positioning of Trade Display
- ✓ A two-minute slot prior to the sponsored session/workshop to address delegates

CONFERENCE DINNER SPONSORSHIP

\$5,000 +GST

The dinner is the premier symposium event. Delegates and their partners will have a night to remember – great food, entertainment and company. This is an ideal opportunity for a sponsor to maximise the networks developed throughout the symposium.

Benefits

- ✓ Exclusive naming rights to the dinner function
- ✓ A speech/address at the dinner function
- ✓ Exclusive signage at the dinner venue
- ✓ Recognition as the dinner function sponsor in the symposium handbook
- ✓ Company logo on the symposium website (with direct link to own website), programme handbook and on the dinner menu
- ✓ Sponsor's name included in the symposium programme
- ✓ Verbal recognition at the symposium
- ✓ On screen recognition in the plenary room between sessions
- ✓ Two free tickets to the dinner

LUNCH SPONSOR

\$3,000 + GST

There will be two lunches during the symposium which will be held at the Rutherford Hotel Nelson. Lunches are an excellent networking opportunity and will be 1.5 hours long to allow delegates ample time to network and learn about (new) products and services.

Benefits

- ✓ Naming rights to either Lunch Day 1 or Lunch Day 2, allocated on a first in first served basis
- ✓ Company logo on the symposium website (with direct link to own website)
- ✓ Company logo in the programme handbook given to all delegates at the symposium
- ✓ Verbal recognition at the symposium
- ✓ On screen recognition in the plenary room between sessions
- ✓ Sponsor's name included in the symposium programme in relation to their lunch
- ✓ Inclusion of promotional material showcasing their company/products in the delegate satchel
- ✓ Complimentary Trade Display at the Rutherford Hotel. Please see Trade Displays section for details.

WELLNESS BREAK SPONSOR

\$2,000 + GST

Morning and afternoon teas are an important part of the symposium as they will allow people to network and freshen up during sessions. Sponsorship will be used to turn morning and afternoon teas into re-energising wellness breaks.

Benefits

- ✓ Naming rights to one Wellness Break (morning or afternoon tea)
- ✓ Company logo on the symposium website (with direct link to own website)
- ✓ Company logo in the programme handbook
- ✓ Verbal recognition at the symposium
- ✓ On screen recognition in the plenary room between sessions
- ✓ Sponsor's name included in the symposium programme with their wellness break
- ✓ Inclusion of promotional material showcasing their company/products in the delegate satchel

TRADE DISPLAYS

\$1000 +GST

By securing one of the limited trade display sites businesses gain maximum exposure at the symposium and the unique opportunity to profile products and/or services directly to the attendees. Trade Display sponsors will also be acknowledged in the conference handbook

- ✓ A great way to showcase your products and services to a focused and interested audience.
- ✓ Trade Exhibitors receive their own exclusive space of 2m wide x 1.2m deep to set up their own display.
- ✓ The trade sites will be situated in close proximity to the conference rooms to ensure maximum exposure to the conference delegates.
- ✓ All trade displays will be listed in the programme handbook.
- ✓ Sites will be allocated depending on the sponsorship level
- ✓ Only a limited number of spaces are available for Trade Displays
- ✓ Equipment Supplied (if required): trestle table and chair
- ✓ Additional equipment can be supplied from a display company at own cost.

Please note: all sponsors will be acknowledged verbally during the conference. Sponsorship options may be flexible and discussion on other options is welcome. Available opportunities are limited and will be allocated as payment is received.

OTHER SPONSORSHIP OPPORTUNITIES

The committee is happy to consider other offers of support. If you would like to discuss other opportunities please contact:

Diana Molnar, Conference Organiser
onCue – seamless conferences. dynamic events
PO Box 1282
284 Trafalgar Street
Nelson 7040
New Zealand

P: +64 (0)3 546 6338
F: +64 (0)3 545 9227
E: Diana@on-cue.co.nz

For further information please contact Diana Molnar or visit the symposium website www.wellnesstourismnz.com.

SPONSORSHIP REGISTRATION FORM

Please complete this registration form, keep a copy for your records and post with a deposit cheque to: The NZ Wellness Tourism Symposium, c/o onCue, PO Box 1282, Nelson

For further information contact:
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onCue – seamless conferences. dynamic events
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284 Trafalgar Street
Nelson 7040
P: +64 (0)3 546 6338
F: +64 (0)3 545 9227
E: Diana@on-cue.co.nz

Contact Details

Name: _____

Company/Organisation: _____

Postal Address: _____

Phone: _____ Fax: _____

Email: _____

Please tick the boxes below corresponding to the opportunities you wish to secure.

- Major Sponsor** \$5000 +GST
- Conference Dinner Sponsor** \$5,000 +GST
- Lunch Sponsor** \$3,000 +GST
- Wellness Break Sponsor** \$2,000 +GST
- Trade Display** \$1,500 +GST
- Other (as arranged)** \$_____ +GST

Deposit cheque of \$500 enclosed, made payable to
THE NZ WELLNESS TOURISM SYMPOSIUM

On confirmation of your sponsorship you will be issued with a detailed confirmation letter and invoice for full payment.

SIGNATURE:DATE: