



# SPONSORSHIP OPPORTUNITIES

**ITx 2018:** 11-13 JULY, WELLINGTON

**ITx** New Zealand's  
Conference of IT  
INNOVATION x TECHNOLOGY x EDUCATION

# CONTENTS

- 
- 1 Welcome**  
– Paul Matthews, Steering Group Chair
- 
- 2 Who's behind ITx?**  
– The 13 Partner Organisations of ITx 2018
- 
- 4 ITx 2018: What to expect**  
– ITx 2018: What's happening?  
– Previous themes, speakers and sponsors
- 
- 5 Conference options/details**  
– Your involvement  
– Venue  
– Programme  
– Audience
- 
- 6 Sponsorship package options**  
– Platinum, Gold, Silver and Supporter levels
- 
- 7 Other ITx opportunities**
- 
- 9 New Zealand Excellence in IT Awards**  
– Awards partnership
- 
- 11 Trade exhibition**  
– Trade stands  
– High impact areas  
– Exhibitor benefits  
– Site
- 
- 13 Conference organiser**
-

# WELCOME

## ITx 2018 is going to be even bigger and better.

Following the huge success of ITx 2016, we're doing it again! We're excited to invite you to be part of ITx, New Zealand's technology super-conference, and the 2018 Excellence in IT Awards.

**ITx is where New Zealand's digital technology sector comes together.** Held at the TSB Bank Arena and Shed 6 complex in the heart of Wellington, this conference attracts participants from right across New Zealand and the world.

ITx 2016 was a huge success, attracting over 800 participants with a skew towards senior professionals, executives and decision-makers.

Expanding on 2016, ITx 2018 is a collaboration of thirteen tech-focused conferences and bodies and will attract the absolute best innovators, leaders and experts in our sector.

As part of ITx, IT Professionals NZ addresses professionals and leaders in the IT industry, Computing and IT Research and Education NZ (CITRENZ) brings the Institute of Technology, Polytechnic and others in the education sector, itSMFnz's annual conference represents a who's who of the Service Management industry, NZTech and NZRise will ensure the vendor and New Zealand tech company community is represented well, Agile Day will bring together New Zealand's Agile community, and six more of New Zealand's leading tech bodies, including InternetNZ, TUANZ, Health Informatics NZ, Test Professionals Network, TechCommNZ, the Project Management Institute and the NZ Open Source Society, will ensure the broadest tech conference possible.

Promotion of the conference through the thirteen organisations, and more broadly across the sector, gains you access to the largest exposure to IT professionals, leaders, users and educators in the country. A full PR campaign will run alongside the promotions to member organisations including wide media coverage.

ITx also features the **New Zealand Excellence in IT Awards**, recognising the people that make such a difference to our sector. As with previous

years, these awards will be big; culminating in a black tie gala dinner at ITx. We're expecting a full house for these awards plus good media coverage. This is a great opportunity to be associated with innovation and success.

ITx 2018 provides a wide range of sponsorship opportunities suitable for every budget and ensuring maximum visibility of the sponsors.

Running over three days with up to nine streams simultaneously each day, there will be a session for everyone and great venues where visibility can be assured. Top-flight keynotes are being signed up and we are expecting the ICT or other senior Minister to officially open ITx 2018.

ITx 2018 is going to be an exciting and important conference for our industry. The ITx Partners and Steering Group, including representatives from the 13 component conferences, commend the sponsorship opportunities that we are offering you. With a history of strong performance with our national conferences, the ITx partners can offer a quality experience for your company, exhibitors and attendees.

Come and be part of ITx, and help make this an amazing experience for everyone.

**Paul Matthews, CHAIR**  
CONFERENCE STEERING GROUP  
2018 ITx CONFERENCE



# WHO'S BEHIND ITx?

ITx combines thirteen successful IT-related conferences, establishing the broadest and largest independent general IT conference in New Zealand.



## IT Professionals NEW ZEALAND

IT Professionals NZ is New Zealand's leading body for those working or studying in Software and Information Technology (IT) related fields.

With thousands of members throughout New Zealand and direct relationships with Government, academia and the industry, ITP is the authoritative voice of the Information Technology profession.

Previous ITP conferences have attracted a who's who of the IT sector, with a diverse range of speakers and a host of experts from every corner of IT.



The IT Service Management Forum (itSMF) is the only internationally recognised and independent organisation dedicated to IT Service Management.

The itSMF is a major influence on, and contributor to, industry "best practice" and Standards worldwide, working in partnership with a wide range of governmental and standards bodies worldwide.

In New Zealand, the itSMFnz Annual Conference, part of ITx 2018, attracts hundreds of service management professionals each year from New Zealand and abroad.

## CITRENZ

Computer and Information Technology Research and Education New Zealand (CITRENZ) is the representative body for the IT departments of New Zealand's Polytech and Institute of Technology sector. CITRENZ (incorporating NACCQ) has been running successful annual conferences for 30 years.

The CITRENZ Annual Conference serves as a forum for the discussion and exchange of information on research, teaching and practice on all topics related to Computing and Information Technology research, education and practice.



NZTech is the voice of the New Zealand technology industry. Their vision is a prosperous New Zealand led by a vibrant technology industry.

Growth and prosperity of the technology industry is critical to New Zealand's economic performance – driving productivity, jobs and innovation across all sectors.

NZTech's 2018 conference at ITx will focus on a number of areas, including a focus on startups and women in tech.



Health Informatics New Zealand

Health informatics is about getting the right information to the right person at the right time. It is critical to the delivery of information to health professionals so they can deliver the most appropriate care.

Founded in 2000, HiNZ is the national, not-for-profit organisation that supports the field of health informatics.

The HiNZ Health Informatics Day at ITx will focus on the transformation of NZ's health system.



NZRise exists to represent the interests of NZ-owned digital technology businesses.

NZRise and its member companies are passionate about New Zealand technology and believe our IT industry can be a hotbed of innovation and growth. We believe NZ's unique economic and cultural context provides ideal conditions for building an industry that can meet world demand for agility, rapid development, collaboration, and innovation.

# WHO'S BEHIND ITx? (cont.)



Project Management Institute is the world's leading not-for-profit professional membership association for the project, program and portfolio management profession. Founded in 1969, PMI delivers value for more than 2.9 million professionals through global advocacy, collaboration, education and research.

In New Zealand, the PMI annual conference is a huge success, and this year, as part of ITx, PMINZ is pleased to include a one-day conference focused on project management in an IT context.



InternetNZ's vision is for a better world through a better Internet. To achieve that, we promote the Internet's benefits and uses and protect its potential. We are founded on the principle of advancing an open and uncaptureable Internet.

InternetNZ's NetHui at ITx, as part of ITx 2018, aims to bring together some of the culture of our NetHui events to ITx while exploring opportunities, concepts and ideas around the future of the Internet in New Zealand.



The Test Professionals Network is the leading forum for promoting excellence in systems and software testing. They promote the importance of software testing by holding regular meetings with presentations by local and international speakers to develop awareness of good industry practices in software testing.

## AgileDay

AgileDay is an Agile software development-focussed one-day conference at ITx.

Agile is now the default delivery approach for delivering software with the quality and speed organisations depend on to remain competitive.

AgileDay at ITx 2018 is run by software development consultancy Assurity, organisers of New Zealand's AgileNZ Conference.



TechCommNZ sits at the heart of NZ's technical communication community. They are here to support, educate and encourage Technical Communicators around the country by providing regular networking and professional development opportunities.

2018 will be the first year TechCommNZ joins ITx, with a 1-day technical communication conference.



The Telecommunications Users Association of New Zealand exists to inform, educate and advocate. We don't represent an industry, we represent those who use ICT services, which is just about every company, organisation and individual in New Zealand.

TUANZ has over 29 years' of history as a non-profit member association.

The TUANZ 2018 conference, as part of ITx 2018, will focus on technology and communications, especially from a user's perspective.



The New Zealand Open Source Society exists to share the freedom of open source software, open standards, and open information for the benefit of New Zealand. The Society is a charity representing the open technology community to Government, business, and the education sector.

The NZOSS Open Source Day, as part of ITx 2018, will look at the past, present and future role of open source in NZ's software community and the latest trends and developments in FOSS here and across the world.

# ITx 2018: WHAT TO EXPECT

## ITx 2018: What's happening?

Expanding on 2016, ITx 2018 brings together 13 successful tech conferences from itSMFnz, IT Professionals NZ, CITRENZ, PMINZ, TUANZ, Testing Professionals Network, Health Informatics NZ, InternetNZ, NZRise, NZTech, TechCommNZ, Agile Day, and the NZ Open Source Society, creating the broadest and largest independent IT conference in New Zealand.

ITx focuses on technology, innovation and education.

The format allows for topics and keynote speakers relevant to the whole sector. From an industry standpoint, it caters for the industry's best innovators as well as experts in all areas of tech, plus a view to the research and teaching happening at tertiary level.

### In terms of speakers:

- We expect the ICT Minister or another senior Minister to open the conference.
- ITx 2018 includes 6 major keynotes from around the world and the best of New Zealand.
- There will be a mix of international and local speakers focusing on Technology, Innovation and education.
- Up to 1,000 - 1,200 delegates are expected to attend.
- Videos and material during and after the event will be viewed widely across New Zealand's IT industry.
- ITx will be the broadest IT-focused event of 2018.



## Previous themes, speakers and sponsors

The component conferences of ITx have attracted major speakers in previous years, and 2018 will be no different. Some of the speakers in previous years include:

- **Hon Amy Adams**, Minister of ICT (and Steven Joyce when he was Minister)
- **Craig Neville-Manning (USA)**, Engineering Director at Google
- **Mona Akmal (USA)**, Director, Code.org
- **Sir Ralph Norris**, ex-CEO of Air New Zealand, ASB Bank, Commonwealth Bank of Australia
- **Ian Taylor**, Founder of Animation Research Ltd
- **Sam Morgan**, Founder of Trade Me and Angel Investor
- **Ian McCrae**, CEO of Orion Health
- **Rod Drury**, Founder of Xero
- **Edith Yeung (USA)**, Founding Partner, 500 Startups Mobile Collective
- **Brendon Lynch (USA)**, Global Chief Privacy Officer at Microsoft
- **Barry Vercoe (USA)**, Co-Founder of MIT Media Lab, OLPC Australia and NZ
- **Vinh Giang (Aus)**, Entrepreneur/Magician
- **Lance Wiggs**, Founder of Punakaiki Fund

# CONFERENCE OPTIONS/DETAILS



## Your involvement in ITx 2018

You have three options to support ITx 2018:

Become a major ITx sponsor	Reserve individual items at ITx 2018	Support the Excellence in IT Awards
Become a <b>Platinum, Gold</b> or <b>Silver Sponsor of ITx</b> , providing broad coverage right across the conference. This also includes extra individual sponsorship items.	Sponsor <b>individual components</b> of the overall ITx conference, with many options such as conference rooms (to associate with a specific conference), satchels, the app and much more.	Become a <b>New Zealand Excellence in IT Awards Partner</b> and be associated with the premiere event recognising the individuals who thrive in our industry.

More details about each option are on the following pages.

To talk through your options or book, please contact [sponsorship@itx.nz](mailto:sponsorship@itx.nz) and the team will come back to you soon.

## Venue

The TSB Arena and Convention Centre is superbly located in the central business district and provides a spectacular setting unlike any other in Wellington or elsewhere.

The Convention Centre encompasses the full TSB Bank Arena, Shed 6, and the TSB Arcade, providing a wealth of options and spaces.

Being centrally located in Wellington means easy access to accommodation and an expected high level of attendance from the city and across New Zealand.

All breaks are held in the exhibition space and there is plenty of time to talk to delegates.

## Programme

The programme will comprise of an energised mix of innovative industry and academic speakers and themes across a range of IT topics, plus workshops and masterclasses. There really will be something for everyone.

## Audience

13 of the most prominent tech organisations are partnering to create ITx 2018. Combined, the reach of these organisations is broader and more far reaching than any other IT event in NZ.

Conference participants will be dedicated professionals and educators from a diverse sector, who place a high priority on professionalism in the delivery of ICT solutions and education and have committed to improving the standards of the ICT Industry at a practitioner and educational level.

With a weighting towards senior professionals and decision-makers, attendees will come from across the technology spectrum, both technical and management.

If you want to get your brand in front of New Zealand's technology sector, this is your event.

# SPONSORSHIP PACKAGE OPTIONS

This page outlines sponsorship packages for the **overall ITx conference**. You can also sponsor individual items or the Excellence in IT Awards.

	<b>Platinum</b> \$25,000 + gst <i>(or 4x \$6250)</i>	<b>Gold</b> \$15,000 + gst <i>(or 4x \$3750)</i>	<b>Silver</b> \$5,000 + gst <i>(or 2x \$2500)</i>	<b>Supporter</b> \$3,500 + gst <i>(or 2x \$1750)</i>
<b>Exclusivity</b>	A maximum of 3 at ITx	-	-	-
<b>Status</b>	Top "associated" status to the ITx conference	Prominent recognition as a Major Sponsor	Good recognition as a Silver sponsor	Recognition as a supporter of ITx 2018
<b>Recognition</b>	Opening, closing and throughout the conference	Opening, closing and throughout the conference	Opening and closing of the conference days	Listed on website
<b>Speech</b>	3-5 minute speech at conference/dinner	Via some individual components	-	-
<b>Naming rights to breakout rooms</b>	Naming rights to one conference room	Available as an additional item	Available as an additional item	-
<b>Company name/logo</b>	Company logo included alongside the conference logo often, including internal and external marketing	Company logo included in much of the promotion, including conference handbook and conference website	Company logo or name in much of the promotions including conference website, and name in handbook	Company name listed on the conference website as a supporter (and in other places, such as the app)
<b>Holding slides at ITx</b>	Very prominent logos	Company logo	Name	-
<b>Package of items from the individual opportunities</b>	Choose an additional <b>\$12k</b> of items from "Other Opportunities" on pages 7-8	Choose an additional <b>\$7k</b> of items from "Other Opportunities" on pages 7-8	Choose an additional <b>\$2.5k</b> of items from "Other Opportunities" <b>OR</b> trade stand	-
<b>Pull-up signs in foyers</b>	Four, plus inclusion on sponsors lists prominently displayed throughout venue	Two, plus inclusion of logo on sponsors lists prominently displayed throughout venue	One, plus inclusion of name on sponsors lists prominently displayed throughout venue	-
<b>Social media/publicity</b>	Regular mentions	Several mentions	Mentions	-
<b>ITx registrations for staff or clients</b>	Six, including the Gala Awards Dinner	Four, including Gala Awards Dinner	Two, including Gala Awards Dinner	One Trade Stand + 2x full ITx registrations
<b>Trade exhibition stand</b>	One large (double-size)	One standard	Optional (see above)	<b>or</b> 5x full ITx Registrations
<b>Satchel inserts and literature</b>	Free merchandise satchel inserts, +3 items on Marketplace stand	Free merchandise satchel insert, +2 items on Marketplace stand	Free merchandise satchel insert, +1 item on Marketplace stand	-
<b>Installment option available</b>	Option of 4 installments now/jan/mar/may	Option of 4 installments now/jan/mar/may	Option of 2 installments now/may	Option of 2 installments now/may

**Add a Supporter Pack**

(And save up to \$1695)

**Trade Stand + 2 full ITx Tickets**

Or

**add 5x full ITx Tickets**

**Just \$3500+gst**



# OTHER ITx OPPORTUNITIES

In addition to our overall sponsorship packages, we also offer individual conference components that can be branded with your organisation, many over the full 3-day conference. Below is the list of these items.

**Note:** *Platinum, Gold and Silver sponsors receive the equivalent value of items from this list at no extra cost.*

*All prices  
excl. GST.*

<p><b>Conference satchel</b> Your logo will be printed on the conference satchel and additional items of company literature can be inserted into the satchel at no extra cost.</p>	<b>\$12,000</b>
<p><b>Conference App "In association with" (iOS and Android)</b> Your logo will be included in the loading screen and banner of the conference app, available for iOS and Android, plus in the holding slides and other areas that refer to the app. The app includes information about the conference plus the programme.</p>	<b>\$10,000</b>
<p><b>Conference Handbook</b> Your logo will be printed on the front cover of the conference handbook, digital but with a limited number printed and available at ITx, and you will be acknowledged as the sponsor of the handbook. You will also receive two free full-page advertisements in the handbook.</p>	<b>\$8,000</b>
<p><b>Awards Dinner Wine sponsor</b> Your logo will be printed on the wine list for the Excellence in IT Awards gala dinner. Your organisation will be widely acknowledged as the wine sponsor during the event.</p>	<b>\$8,000</b>
<p><b>WIFI Sponsor</b> Recognition as the sponsor for the high-speed wifi available throughout the venue. Recognition includes on signs, website, holding slides, etc. NOTE: You do not need to provide the wifi.</p>	<b>\$7,500</b>
<p><b>Cocktail Function (Wednesday)</b> Your organisation will be acknowledged in all conference publications for the Wednesday function. You will have brand visibility at the venue of the function and the opportunity to make a short presentation at the function.</p>	<b>\$6,000 each</b>
<p><b>Departure Lounge Event (Friday)</b> Your organisation will be acknowledged in all conference publications for the Friday "Departure Lounge" casual function. You will have brand visibility at the venue of the function and the opportunity to make a short presentation at the function.</p>	<b>\$6,000 each</b>
<p><b>Room Naming Rights</b> Naming rights to one of the ITx conference rooms for the full three days of ITx. This can be aligned with particular individual component conferences and gives great exposure.</p>	<b>\$5,000 - \$8,000 each</b>

<p><b>Barista Coffee Stations</b></p> <p>The conference includes free barista coffee, provided via coffee carts within the venue. Sponsorship includes “Provided by” and large company logos located on a coffee station for the full three days. Cost varies by prominence of coffee stand.</p>	<p><b>\$5,000 - \$8,000 each</b></p>
<p><b>Bottomless fruit and buzz bar bowls</b></p> <p>The conference includes a prominent large bottomless fruit bowl, kept full of fresh fruit, and a bottomless Buzz Bar bowl for that mid-afternoon sugar hit. Sponsorship of these includes recognition during the conference plus a “Thanks to” logo attached to the bowl throughout ITx.</p>	<p><b>\$4,000 each</b></p>
<p><b>Lunch x 3</b></p> <p>Sponsorship of one of the catered lunches means you will receive recognition in the conference sessions prior to the lunch you are sponsoring, as well as acknowledgement in the conference programme and in the handbook and brand visibility during the lunch.</p>	<p><b>\$4,000 each</b></p>
<p><b>Morning Tea x 3</b></p> <p>Sponsorship of one of the catered breaks means you will receive recognition in the conference sessions prior to the catered break you are sponsoring, as well as acknowledgement in the conference programme and in the handbook and brand visibility during the catered break.</p>	<p><b>\$3,000 each</b></p>
<p><b>Afternoon Tea x 3</b></p> <p>Sponsorship of one of the catered breaks means you will receive recognition in the conference sessions prior to the catered break you are sponsoring, as well as acknowledgement in the conference programme and in the handbook and brand visibility during the catered break.</p>	<p><b>\$3,000 each</b></p>
<p><b>Trade Stand / Exhibition Space</b></p> <p>Standard trade stand or space in the Trade Exhibition Area (see page 11). Upgrade to a large space or stand for \$2000 extra. <i>Note that trade stands will be allocated to sponsors first.</i></p>	<p><b>\$2,500</b></p>
<p><b>Screen signage</b></p> <p>Your logo associated with one of the screens in the venue (eg Twitter feed screen, Programme listing screen, etc).</p>	<p><b>\$2,500 each</b></p>
<p><b>Stationary and pens</b></p> <p>You will be the official sponsor of the conference notepad and pen by supplying branded notepads and pens for inclusion in the conference satchel and during selected sessions.</p>	<p><b>\$2,500</b></p>
<p><b>Conference Handbook half- or full-page ad</b></p> <p>An advertisement featured in the conference handbook. (limit 1 per company). \$600 for half-page, \$1000 for full-page.</p>	<p><b>\$600 - \$1,000 each</b></p>
<p><b>Conference App Sponsored Post (Limited number available)</b></p> <p>A sponsored post in the social feed of the ITx conference app, used by most conference attendees.</p>	<p><b>\$500 each</b></p>
<p><b>Marketplace Literature</b></p> <p>Placement of marketing literature at well advertised “Marketplace” tables throughout venue.</p>	<p><b>\$500 per item</b></p>
<p><b>Satchel Insert - nick-nacks</b></p> <p>The inclusion of value-add “gift” style items in the conference satchel such as nick-nacks, gadgets (e.g. bluetooth speakers), confectionary, etc.</p>	<p><b>\$500 per item</b></p>



**The New Zealand Excellence in IT Awards** are a sector-wide awards programme focusing on recognising those individuals and teams that have truly excelled in our industry. Winners will be announced at the Excellence in IT Awards Gala Dinner as part of ITx, on the evening of Thursday 12 July 2018.

What makes the Excellence in IT Awards different is that they recognise the real people behind software and information technology – the people that make IT work.

While other awards programmes do an excellent job of recognising the companies and vendors who do great work, the Excellence Awards are focused squarely at the unsung heroes of our sector: our people.

*Details on next page.*

<b>Awards Partner</b>	<b>\$12,000</b>
-----------------------	-----------------

## Excellence in IT Awards Partnership

Awards Partners are the top-level partners for the Excellence in IT Awards. Partners will receive "In association with" recognition through most of the Awards marketing material and regularly on the night. *To ensure the integrity of the awards there will be a minimum of two and a maximum of three Awards Partners.*

### Awards Partners receive:

- Prominent "In association with" recognition in most of the Awards marketing material and in programmes etc.
- Prominent recognition in all material related to the Gala Dinner, including in written material and during the awards.
- Opportunity for company CEO or nominee to give a 3 minute welcome speech at the dinner or similar exposure.
- Promotions in the conference handbook in association with the awards.
- Prominent branding on the Awards Programme, given to all attendees on the night.
- Company logo on the Awards graphics.
- Branding within the venue during the awards, including pull-up signs in the ballroom during the dinner.
- Company logo on the awards website.
- **Complimentary Silver Sponsorship of ITx**, including all the benefits that come with it, or \$5,000 off the Platinum or Gold ITx sponsorships (value: \$5,000).
- As part of the ITx Silver Sponsorship, 2 x full ITx conference registrations including the Excellence in IT Awards Dinner.
- An additional 8 tickets to the IT Awards Gala Dinner (making up a table of 10).
- Regular mentions through social media (Twitter, Facebook and LinkedIn) and awards publicity.
- Other branding opportunities may be available.



# TRADE EXHIBITION

A trade exhibition will be held at the conference. In order to provide you with the optimum exposure to delegates the exhibition will be located in a dedicated exhibition area, as well the foyer and common areas of the venue.

## Trade Stands or Free Space

There are a number of trade stands available to ITx sponsors, with two great options available.

Subject to availability, you can choose between a "traditional" trade stand with walls, or a dedicated branded space where you can add pull-up banners and a "hang out" area - or anything you like.

*All prices exclude GST.*

Whether a full stand or a free space, there are two sizes available to select from.

**Standard** **\$2,500+GST**  
*1.8m wide x 1.2m deep x 2.3m high*

**Large** **Add \$2,000**  
*3.0m wide x 1.2m deep x 2.3m high*

**Stands** include side and back partitioned walls.

**Free Spaces** include power but no partition walls - it really is a free space to do with as you please!

**Each stand/space will include the following:**

- Velcro receptive display panels (stands only)
- 1 x 10 AMP power supply and a multi-box
- 2 x 100 watt spot lights (stands only)
- A trestle table, table cloth and a chair (if reqd)
- Installation and removal of basic set up

Any additional requirements will be the responsibility of exhibitors and at their own cost.

## Site

The trade exhibition area floor plan (available soon) will show the sites of trade exhibition stands and the free space areas. Sponsors will have first option for positions, followed by those exhibiting without sponsorship on a first-in, first-served basis.

## Exhibitor Benefits

**Each exhibiting company will receive the following benefits:**

- Acknowledged as an exhibitor with a name listing in the conference handbook.
- Trade attendant registrations are available where a trade stand is purchased as a standalone option (ie not as a package with full ITx registrations). Trade attendant registration includes entry to the trade exhibition, morning tea, lunch and afternoon tea. These can be swapped amongst rostered exhibitors as long as only one person is using each pass at a time. It does not include entry into conference sessions or social events.
- **Large:** 3 free trade attendant registrations
- **Standard:** 2 free trade attendant registration

*In order to maintain the integrity of the conference the exhibition stands must not be taken down until after the afternoon tea on the final day.*



## Conference organiser

To discuss options or secure  
your sponsorship please email

**[sponsorship@itx.nz](mailto:sponsorship@itx.nz)**

or 0800 252 255