



SPONSORSHIP OPPORTUNITIES

ITx RUTHERFORD: 9-11 OCTOBER, 2019

NATIONAL CONFERENCE IN NELSON, NZ

ITx RUTHERFORD

INNOVATION x TECHNOLOGY x EDUCATION

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WELCOME

ITx Rutherford: a focus on innovation and collaboration.

ITx is New Zealand's conference of tech and now, we present a more exclusive new ITx conference focused on continuing conversations, innovation and education.

ITx2018 was a collaboration of 13 tech focused conferences and bodies, brought together under one umbrella and focusing on Innovation, Technology and Education. This was the second ITx collaborative conference of this size, currently the biggest independent tech conference in NZ and one we will continue to run biennially. Across three days our industry gathered to learn from international and national speakers, collaborate and converse on professional and personal challenges facing our industry, and to dismiss the claim that IT professionals can't tear up the dancefloor!

One of the highlights of ITx2018 was our sector collaborating, leading, and learning, which is crucial as our industry was built on these exact foundations. That's why we've established ITx Rutherford, to keep these collaborations and conversations going in a smaller focused conference in-between the larger ITx super-conference.

ITx Rutherford will be held in Nelson at the Rutherford Hotel – a location chosen specifically for its history with our industry.

The hotel is of course named after famed Nelson-born physicist Ernest Rutherford, the father of nuclear physics and a true icon of Innovation in New Zealand. In addition, ITx also has its roots in the hotel; going back many years, ITP (or NZCS as it was known then) held a creatively titled "Rutherford Conference" every two years, in the alternative years from the larger national conference.

Why should you be involved?

ITx Rutherford is a chance to have a more "street level" conference that really focuses on learning within our community and the ability to engage with prospects/conference delegates at a more intimate level. We believe keeping these conversations around innovation is important in keeping our community, and country, at the forefront of future technologies.

Speaking of the future, a more grounded conference gives us the opportunity to discuss and help support the education of future generations of IT Innovators with such programs as Tahi Rua Toru Tech and Techhub being represented at the conference. It will be a unique opportunity for the industry and the education sector to come together to discuss upcoming changes brought about by the amalgamation of sixteen polytechnics to the solely governed New Zealand Institute of Skills and Technology – a move that is sure to have a major effect on our industry.

As with ITx, this conference provides a wide range of sponsorship opportunities suitable for all budgets and ensuring maximum visibility for the sponsors.

Come and be a part of this new innovative way of engaging our community, and make this an amazing experience for everyone.

Paul Matthews, CHAIR

CONFERENCE STEERING GROUP
ITx RUTHERFORD





WHO'S BEHIND ITx RUTHERFORD?

ITx RUTHERFORD combines two successful IT related conferences under one roof: a broad, independent, general IT conference like the full ITx conference, but with a more intimate focus.



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 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 the tech sector.

CITRENZ 
COMPUTING AND INFORMATION TECHNOLOGY RESEARCH AND EDUCATION NEW ZEALAND

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.

ITx RUTHERFORD: WHAT TO EXPECT

ITx Rutherford: What's happening?

Following on from the hugely successful ITx conferences, ITx Rutherford is a limited capacity version offering a more intimate and specialised programme than the general ITx conference.

ITx Rutherford still focuses on technology, innovation and education, but offers a regional theme to the topics involving local success stories, tours and activities.

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 the regional level.

In terms of speakers:

- We expect the Digital Minister or another senior minister to open the conference.
- ITx Rutherford includes 6 major keynotes from around New Zealand and overseas.
- There will be a mix of international and local speakers focusing on Innovation, Technology and Education.
- Hundreds of delegates are expected to attend.
- Videos and material during and after the event will be viewed widely across New Zealand's IT industry.
- 2-3 days; ITx Rutherford is a three day conference with the CITRENTZ conference running for the full three days, ITP for two days, and lots of activities over the full three days.



Previous themes, speakers and sponsors

ITx has always attracted major speakers in previous years, and 2019 will be no different. Some of the speakers in previous years include:

- **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
- **Alexia Hilbertidou**, founder, Girlboos NZ
- **Ian McCrae**, CEO of Orion Health
- **Rod Drury**, Founder of Xero
- **Brendon Lynch (USA)**, Global Chief Privacy Officer at Microsoft
- **Julie Mohr (USA)**, International speaker and author
- **Barry Vercoe (USA)**, Co-Founder of MIT Media Lab, OLPC Australia and NZ
- **Colin Ellis (Aus)**, Project Guru. Australia
- **Doug Kim (USA)**, Senior Content Editor, Microsoft
- **Greg Sanker (USA)**, CIO Oregon Department of Administrative Services

CONFERENCE OPTIONS/DETAILS

Your involvement in ITx Rutherford

You have two options to support ITx Rutherford:

Become a major ITx sponsor	Reserve individual items at ITx Rutherford
Become a Platinum, Gold or Silver Sponsor of this ITx , providing broad coverage right across the conference. This also includes extra individual sponsorship items.	Sponsor individual components of the of this ITx conference, with many options such as conference rooms, satchels, the app and much more.

More details about each option are on the following pages.

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

Venue

The central location of Rutherford Hotel in Nelson makes for a great location for conferences and is also a starting point to explore the many outdoor, cultural and culinary delights available in the Nelson area.

With space for up to five simultaneous programme streams, the Rutherford allows ITx to spread out and offer the varied programme for which ITx is known for. All breaks are held in the exhibition space providing plenty of time to talk to delegates as they come and go between presentations.

Programme

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

Audience

Conference participants will be tech 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.

Get in front of decision-makers

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

54% of attendees at ITx conferences are C-level Executives or Senior Managers.

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 this **overall ITx conference**.
You can also sponsor individual items and more!

	Platinum \$15,000 + gst (or 4x \$3750)	Gold \$7,500 + gst (or 4x \$1875)	Silver \$4,000 + gst (or 2x \$2000)	Supporter \$2,500 + gst
Exclusivity	A maximum of 3 at ITx	-	-	-
Status	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 Rutherford
Recognition	Opening, closing and throughout the conference	Opening, closing and throughout the conference	Opening and closing of the conference days	Listed on website
Speech	3-5 minute speech at conference/dinner	Via some individual components	-	-
Naming rights to breakout rooms	Naming rights to one conference room	Available as an additional item	Available as an additional item	-
Company name/logo	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)
Holding slides at ITx	Very prominent logos	Company logo	Name	-
Package of items from the individual opportunities	Choose an additional \$8k of items from "Other Opportunities" on pages 6-7	Choose an additional \$3k of items from "Other Opportunities" on pages 6-7	Include half price tradestand in package or take \$1,000 discount of any item on pages 6 or 7	-
Pull-up signs in foyers	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	-
Social media/publicity	Regular mentions	Several mentions	Mentions	-
ITx registrations for staff or clients	Six, including the Gala Dinner	Four, including Gala Dinner	Two, including Gala Dinner	One Trade Stand + 2x full ITx registrations
Trade exhibition stand	One with preferential location	One with allocated location	Optional (see above)	or 5x full ITx Registrations
Satchel inserts and literature	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	-
Installment option available	Option of 4 installments Now/June/July/Sept	Option of 4 installments Now/June/July/Sept	Option of 2 installments now/july	
<div> <div> Add a Supporter Pack (And save up to \$1180) </div> <div> Trade Stand + 2 full ITx Tickets Or add 5x full ITx Tickets </div> <div> Just \$2500+gst </div> </div>				

OTHER ITx OPPORTUNITIES

In addition to our overall sponsorship packages, we also offer individual conference components that can be branded with your organisation, most items are in relation to the main two days, with some over all three days.

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

*All prices
excl. GST.*

Conference satchel 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.	\$8,000
Conference App "In association with" (iOS and Android) 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.	\$8,000
Gala Dinner sponsor x2 sponsor the gala dinner on 10 October - see more details on page 8.	\$8,000
Gala Dinner Wine sponsor Your logo will be printed on the wine list for the gala dinner. Your organisation will be widely acknowledged as the wine sponsor during the event.	\$4,000
WIFI Sponsor 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.	\$3,000
Welcome Function (Wednesday) Your organisation will be acknowledged in all conference publications for the Wednesday welcome function. You will have brand visibility at the venue of the function and the opportunity to make a short presentation at the function.	\$3,000
Departure Lounge Event (Friday) 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.	\$3,000 each

Room Naming Rights Naming rights to one of the ITx conference streams for both days of ITx. This can be aligned with particular individual component conferences and gives great exposure.	\$3,000 each
Barista Coffee Stations 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 either two days or three days.	\$3,000 - \$5,000 each
Bottomless fruit and buzz bar bowls 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.	\$2,500 each
Lunch x 2 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.	\$2,500 each
Morning Tea x 2 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.	\$2,000 each
Afternoon Tea x 2 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.	\$2,000 each
Stationary and pens 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.	\$1,000
Conference App Sponsored Post (Limited number available) A sponsored post in the social feed of the ITx conference app, used by most conference attendees.	\$500 each
Marketplace Literature Placement of marketing literature at well advertised "Marketplace" stands throughout venue.	\$500 per item
Satchel Insert - nick-nacks The inclusion of value-add "gift" style items in the conference satchel such as nick-nacks, gadgets (e.g. bluetooth speakers), confectionary, etc.	\$500 per item
Custom Package We can work with you to create a custom option that ties in with your brand.	Varies

ITx RUTHERFORD GALA DINNER

The conference Gala Dinner, will be held on the evening of **Thursday 10 October 2019**.



Enjoy locally sourced food, wine, and party until the wee hours!

ITx Rutherford isn't just an opportunity to collaborate in a formal intimate manner, but also to take a break and treat ourselves to a nice night out, especially since we will be nestled in beautiful Nelson and in this historic hotel. After a long day of soaking in information and collaborating with peers, you'll have the opportunity to relax and enjoy an awesome evening while you are away.

The dinner consists of mouth-watering locally sourced cuisine paired with local Nelson wines in a gala event that will entertain and amaze. These dinners are always a highlight of ITx conferences and gives us all an opportunity to mingle in a more informal manner, and take the time to treat ourselves, have a few wines, and cut some shapes on the dance floor! Most tickets include entry into the gala dinner.

Gala Sponsorship Options

Gala Dinner sponsor x2 Be a headline sponsor for the ITx gala dinner on 10 October.	\$8,000
Gala Dinner Wine sponsor Your logo will be printed on the wine list for the gala dinner. Your organisation will be widely acknowledged as the wine sponsor during the event.	\$4,000



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, the foyer, and common areas of the venue.

Trade Stands or Space

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

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.

The choice is completely yours!

Standard	\$2,000+GST
<i>2.0m wide x 1.5m deep x 2.3m high</i>	

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. Platinum sponsors will have first option for positions before sponsor spaces 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 app.
- Trade attendant registrations are available where a trade stand is purchased as a stand alone option (i.e: 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.
- **Standard:** 2 free trade attendant registrations.

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.

Upgrade Registrations

- You can upgrade a standard trade stand to a supporter pack, including upgrading both trade registrations to full registrations for **\$500+GST**.

ITx RUTHERFORD

To discuss options or secure
your sponsorship please email

sponsorship@itx.nz

or 0800 252 255