

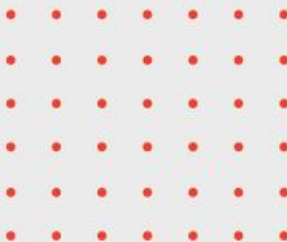


19th Annual

CANTERBURY TECH SUMMIT

GROW | CONNECT | INSPIRE

SPONSORSHIP PROSPECTUS 2023





About Canterbury Tech

- Canterbury Tech is the largest and most active regional tech community in New Zealand.
- We believe that Canterbury and New Zealand's future relies on us supporting each other to build a high-value, world class, environmentally sustainable tech economy.
- We are a not for profit organisation. We strive to ensure that the Canterbury tech sector is a thriving, vibrant and highly connected community.
- Our community is a diverse blend of technology companies, user organisations, government/educational organisations and individuals.
- We exist to Grow, Connect and Inspire our local tech sector by running monthly networking events, Tech Tuesday initiatives and the flagship annual Canterbury Tech Summit – all of which always receive high Net Promoter Scores from attendees.
- We also run mentor programmes, publish news and views of our members and host events to connect student & employers as well as a range of other initiatives.
- We are the catalyst for tech sector growth and the glue that binds our tech eco-system together.

**GROW
CONNECT
INSPIRE**



Canterbury Tech Summit 2023

Prior to Covid-19, we held Tech Summit for many years at the Airforce Museum in Wigram, for 700+ delegates. We are aiming to surpass pre Covid numbers this year, taking Tech Summit 2023 to the brand new Te Pae, Christchurch Convention Centre.

We finally managed to pull off Tech Summit in 2022 with over 600 delegates at Haere-Roa, the excellent new venue at the University of Canterbury Students' Association. Covid-19 forced us to cancel a sold out Tech Summit in 2021 and caused us to downsize Tech Summit in 2020, but we still managed to hold a well attended conference at a smaller central city venue.

In 2023 we aim to build our audience again back towards 2019 levels and we expect to attract 700+ delegates. Whilst the venue has changed, the objectives do not - we will deliver a high-quality event that provides value to all delegates and sponsors, in the form of content, networking opportunities and exhibit booth space

Canterbury Tech Summit 2023:

- Full Day Tech Summit
- Three major streams (increased from 2)
- Great networking opportunities throughout the day
- 700+ attendees
- Exhibitor booths available (spacious 3m x 3m exhibit booths)

Previous Event Information from 2022 Tech Summit

- View our 2022 [Program here](#)
- View our 2022 [Speaker Lineup here](#)
- View our 2022 [Sponsor Family here](#) (and on the next page)
- View our 2022 [Exhibitors here](#)

PROUDLY SPONSORED BY

jade





Feedback from Previous Years...

At the 2022 Canterbury Tech Summit...

- 45% of attendees cited the vibrant networking and social opportunity as their main reason for attending
- 31% for personal growth & development | 13% for business development | 12% for the speakers / topics
- 40% were Company Owners, Directors or Senior Managers | 45% were employees working as part of a team
- 48% were first-time attendees
- 4/5 stars was the overall average rating of the event

At the 2020 Canterbury Tech Summit...

- 48% of attendees cited the vibrant networking and social opportunity as their main reason for attending the event
- 25% for personal growth & development
- 45% were Company Owners, Directors or Senior Managers
- 37% were first-time attendees
- 91% of attendees attended the event in person rather than online.

At the 2019 Canterbury Tech Summit...

- 42% of attendees cited the vibrant networking and social opportunity as their main reason for attending the event
- 28% for personal growth & development
- 34% were Company Owners, Directors or Senior Managers
- 38% were first-time attendees.

Sponsorship Packages Overview

Sponsorship Packages Available:	Cost:	Number Available:
Platinum	\$16,000 + GST	3
Gold	\$10,000 + GST	6
Silver	\$6,000 + GST	10
Room – Main Auditorium or Exhibit Hall	\$5,000 + GST	2
Room – Breakout Spaces	\$4,000 + GST	2
Art Installation	\$4,000 + GST	3
Coffee	\$5,000 + GST	1
Lanyard	\$5,000 + GST	1
Lunch or Networking Function	\$4,000 + GST	2
Morning Tea or Afternoon Tea	\$3,000 + GST	2
Exhibitor	\$3,000 + GST	10+
Sponsor a Not for Profit – to be an exhibitor	\$1,500 + GST	3+



Platinum Sponsorship Package

\$16,000 + GST

BENEFITS

Speaker Sponsor

- Option to have your name as sponsor for one of our high profile 3 keynote speakers and introduce that speaker.

Speaking Opportunities

- Invitation to present at a monthly event.

Exhibition Booth

- Premium exhibition space measuring up to 6m x 6m in our exhibit hall.

Registrations

- Eight (8) complimentary summit registrations
- Two (2) invitations to the post-event VIP dinner

Video

- Sponsor video can be played (max 1 minute)

Profile

- Verbal acknowledgement as a Platinum sponsor throughout the Summit
- Company logo prominently displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Sponsor video can be played (max 1 minute)
- Frequent mentions through the Summit social media plan

Three (3) Platinum Sponsorship Packages available





Gold Sponsorship Package

\$10,000 + GST

BENEFITS

Exhibition Booth

- Premium exhibition space measuring up to 3m x 3m in our exhibit hall.

Registrations

- Four (4) complimentary summit registrations
- One (1) invitations to the post-event VIP dinner

Video

- Sponsor video can be played (max 30 seconds)

Profile

- Verbal acknowledgement as a Gold sponsor throughout the Summit
- Company logo prominently displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Frequent mentions through the Summit social media plan

Six (6) Gold Sponsorship Packages available





Silver Sponsorship Package

\$6,000 + GST

BENEFITS

Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall.

Registrations

- Two (2) complimentary summit registrations

Profile

- Verbal acknowledgement as a Silver sponsor throughout the Summit
- Company logo prominently displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

Ten (10) Silver Sponsorship Packages available





Room Sponsorship Packages

Main Auditorium or Exhibit Hall Naming Sponsor

\$5,000 + GST

BENEFITS

Room Name

- It will be called the “Business Name” Main Auditorium or Exhibit Hall. Sponsor will be mentioned by MC on numerous occasions.

Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall.

Registrations

- Two (2) complimentary summit registrations

Profile

- Verbal acknowledgement as a room sponsor throughout the Summit
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

One (1) Main Auditorium Sponsorship Package available

One (1) Exhibit Hall Sponsorship Package available





Room Sponsorship Packages

Breakout Room Naming Sponsor

\$4,000 + GST

BENEFITS

Room Name

- It will be called the “Business Name” Main Auditorium or Exhibit Hall. Sponsor will be mentioned by MC on numerous occasions.

Registrations

- One (1) complimentary summit registrations

Profile

- Verbal acknowledgement as a room sponsor throughout the Summit
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

Additional Extra - Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- Purchase this for an additional \$1,500 + GST

Two (2) Breakout Room Sponsorship Packages available





Art Installation Sponsor Packages

\$4,000 + GST

BENEFITS

Visuals

- Logo inserted and business themes 3D projected in the lounge / exhibit / networking area.
- We envisage a high volume of social media engagement, photos taken in this space.

Registrations

- One (1) complimentary summit registrations

Profile

- Verbal acknowledgement as an Art Installation sponsor throughout the Summit
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

Additional Extra - Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- Purchase this for an additional \$1,500 + GST

Three (3) Art Installation Sponsorship Packages available





Coffee Sponsor Package

\$5,000 + GST plus the cost of the coffees and any equipment required to be hired in.

BENEFITS

Name

- It will be called the “Business Name” Coffee

Registrations

- One (1) complimentary summit registrations

Profile

- Verbal acknowledgement as the coffee sponsor throughout the Summit
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan
- Opportunity to provide branded keep cups

Additional Extra - Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- Purchase this for an additional \$1,500 + GST

One (1) Coffee Sponsorship Package available





Lanyard Sponsor Package

\$5,000 + GST

BENEFITS

Branding

- Opportunity to brand the conference lanyard worn by all delegates (up to 750 people) with your logo.

Registrations

- One (1) complimentary summit registrations

Profile

- Company logo on the lanyards worn by all attendees
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on all printed and digital banners on site
- Mentions through the Summit social media plan

Additional Extra - Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- Purchase this for an additional \$1,500 + GST

One (1) Lanyard Sponsorship Package available





Lunch Sponsor Package

\$4,000 + GST

BENEFITS

Name

- It will be called the “Business Name” Lunch

Registrations

- One (1) complimentary summit registrations

Profile

- Sponsor pull up banners can be displayed during the lunch break
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on screens throughout the lunch break
- Mentions through the Summit social media plan

Additional Extra - Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall
- Purchase this for an additional \$1,500 + GST

One (1) Lunch Sponsorship Package available





Networking Function Sponsor Package

\$4,000 + GST

BENEFITS

Name

- It will be called the “Business Name” Networking Function

Registrations

- One (1) complimentary summit registrations

Profile

- Sponsor pull up banners and collateral can be displayed during the networking function
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on screens throughout the networking function
- Mentions through the Summit social media plan

Additional Extra - Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall
- Purchase this for an additional \$1,500 + GST

One (1) Networking Function Sponsorship Package available





Morning Tea / Afternoon Tea Sponsor Package

\$3,000 + GST

BENEFITS

Name

- It will be called the “Business Name” Morning Tea or Afternoon Tea

Registrations

- One (1) complimentary summit registrations

Profile

- Sponsor pull up banners and collateral can be displayed during the morning / afternoon tea
- Company logo displayed on the Summit website, email campaigns, and in the program
- Logo on screens throughout the morning / afternoon tea
- Mentions through the Summit social media plan

Additional Extra - Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall
- Purchase this for an additional \$1,500 + GST

One (1) Morning Tea Sponsorship Package available

One (1) Afternoon Tea Sponsorship Package available





Exhibitor Package

\$3,000 + GST

Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall

Registrations


- One (1) complimentary summit registrations

Profile

- Company logo displayed on the Summit website
- Mentioned as an exhibitor during the event

Ten (10) Exhibitor Packages available (up to 45 exhibitors in total)





Sponsor a Not for Profit - to have an Exhibit Booth

“Backing our Community”

\$1,500 + GST

Allow our not for profits to be part of Tech Summit – by sponsoring their exhibit booth.

Exhibition Booth

- Exhibition space measuring up to 3m x 3m in our exhibit hall

Registrations

- One (1) complimentary summit registrations for the person manning the booth

Profile

- Company logo displayed on the Summit website
- Mentioned as a sponsor for *“Backing our Community”* during the event

Three (3) Sponsorship Packages available





WHAT'S IN IT FOR ME?

There are a host of great reasons to lend your support to and get involved with the Canterbury Tech Summit 2023:

- Exposure and opportunity to network with a group of 700+ tech leaders and decision makers.
- Brand awareness and exposure for your business, to future employees and clients, and show your support of the tech sector.
- Access to professional event photography.
- Tasty complimentary catering, including morning tea, lunch, afternoon tea and networking drinks and nibbles.
- Post-event promotion of sponsors (details and special offers distributed to all attendees after the Summit) – subject to level of sponsorship taken.

N.B. Canterbury Tech is a not-for profit organization so we are also very open to discussion about in-kind support to offset budgeted items such as printing, web & graphic design, catering, PR & marketing spend.



**Canterbury
TechSummit**



KEY INFO

DATE: Tuesday 5 September 2023

LOCATION: Te Pae,
Christchurch Convention Centre

WEBSITE: www.techsummit.nz

EMAIL: Alex Thorpe, Tech Summit Manager
alex.thorpe@canterburytech.nz