



*21st Annual*

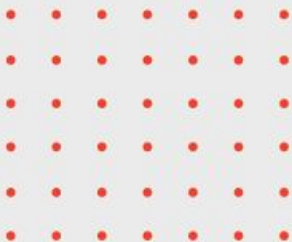
# **CANTERBURY TECH SUMMIT**

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GROW | CONNECT | INSPIRE

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**SPONSORSHIP PROSPECTUS 2024**





## About Canterbury Tech

- Canterbury Tech is the largest and most active tech community in Aotearoa, New Zealand.
- We believe that Canterbury and New Zealand's future economy relies on us supporting each other to build a high-value, world class, environmentally sustainable tech economy.
- We are an independent not for profit organisation with strong partnerships across the country. We are here to build a welcoming, vibrant and highly connected community.
- Our community is a diverse blend of technology companies, user organisations, government and tertiary organisations and individuals.
- We exist to Grow, Connect and Inspire our local tech sector by running monthly networking events, Tech Tuesday initiatives and two major annual events : the Canterbury Tech Fest in May of each year and the 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 2024

We held our biggest ever Tech Summit in 2023, taking the event to the brand new Te Pae, Christchurch Convention Centre, with over 800 delegates in attendance and many more waitlisted due to demand.

In 2024 we aim to attract a similar number of attendees - maxing out the capacity of the venue, again with the event being held at Te Pae.

Our objectives are to 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 2024:

- Full Day Tech Summit
- Three major streams
- Great networking opportunities throughout the day
- 800+ attendees
- 30+ Exhibitor booths available



# Previous Event Information from our 2023 Tech Summit

- View our 2023 [Program here](#)
- View our 2023 [Speaker Lineup here](#)
- View our 2023 [Sponsor Family here](#) (and on the next page)
- View our 2023 [Exhibitors here](#)



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INTEGRATIONWORKS



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## EXHIBITORS

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**absoluteIT**  
RECRUITMENT

**Ara**  
Institute of Canterbury

**Te Pūkenga**

**ASSURITY**

**Cloudcheck**  
GBG

**CUSTOM D**

**DIGITAL FUTURE**  
AOTEAROA

**Farmlands**

**INTEGRATIONWORKS**

**Intranel**

**LINCOLN UNIVERSITY**  
TE WHARE WĀHAKA O AORAKI

**LUMIFY**  
work

**meta digital**

**Middlemore Group**

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**SEE TOMORROW FIRST**  
NEW ZEALAND TECHNOLOGY

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**redvespa**

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**SCOPIOUS**

**Sourced**  
We get people.

**straker**  
GROUP

**stratos**  
TECHNOLOGY PARTNERS

**tagata moana**  
trust

**TE MATARAU**  
THE MĀORI TECH ASSOCIATION

**Trimble**

**UC Business School**  
Te Kura Umanga

**U2U**  
FOUNDATION



## Feedback from Previous Years...

### ***At the 2023 Canterbury Tech Summit...***

- 46% of attendees cited the vibrant networking and social opportunity as their main reason for attending
- 30% for personal growth & development | 8% for business development | 18% for the speakers / topics
- 38% were Company Owners, Directors or Senior Managers | 38% were employees working as part of a team
- 50% were first-time attendees
- 4.2/5 stars was the overall average rating of the event | Net Promoter Score of 41

### ***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
- 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.



# 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	\$6,000 + GST	2
Room – Speaker or Networking Spaces	\$5,000 + GST	2
Interaction Installation / Activity	\$4,000 + GST	3
Coffee	\$5,000 + GST	1
Lanyard	\$5,000 + GST	1
Morning Tea or Afternoon Tea	\$4,000 + GST	2
Lunch	\$4,000 + GST	1
Evening Networking Function	\$5,000 + GST	1
Exhibitor	\$3,500 + GST	10+
Sponsor a Not for Profit – to be an exhibitor	\$2,000 + GST	3+



# Platinum Sponsorship Package

**\$16,000 + GST**

## **BENEFITS**

### **Speaker Sponsor**

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

### **Exhibition Booth**

- Premium exhibition space measuring up to 3m 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
- 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**

**\$6,000 + 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

## Speaker Stream Room or Networking Room Naming Sponsor

**\$5,000 + GST**

### **BENEFITS**

#### **Room Name**

- It will be called the “Business Name” Stage in one of our Speaker Stream or Networking Rooms. 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

***One (1) Speaker Stream Room Sponsorship Package available***

***One (1) Networking Room Sponsorship Package available***







# Interactive Installation / Activity Sponsor Package

**\$4,000 + GST**

*(Installation / Activity costs are at your own expense)*

## **BENEFITS**

### **Exhibition Booth / Space at the event**

- Exhibition space measuring up to 3m x 3m in our exhibit hall.
- OR space for installation / performance throughout the event.

### **Create an interactive fun place / activity for attendees to engage with in the Summit Exhibition Space**

Ideas could be...

- "Business Name" Ask Anything Wall
- "Business Name" Community Connectors
- "Business Name" Interactive Digital Projections / AI / Ceiling Hanging Installation / Arts Break
- Performance Ideas - "Business Name" Roving Entertainers or similar
- "Business Name" Merch Design Competition (Tech Summit Socks / Caps)

### **Art, performance and social happenings**

- We have engaged a small creative team of installation and performance artists who can be of assistance, to activate social connections, creativity and increase fun at the Summit exhibition space. Or you can develop your idea with your own team.
- We envisage a high volume of social media engagement with these aspects.
- Talk to us about which art and performance ideas connect best with you.

### **Registrations**

- One (1) complimentary summit registrations

### **Profile**

- Verbal acknowledgement and logo placement as an Art Installation sponsor throughout the Summit
- Where possible prominent branding on or near the performance/ art installation
- 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

**Three (3) Interactive Installation / Activity 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***





# Morning Tea / Afternoon Tea Sponsor Package

**\$4,000 + 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***





# 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***







# Evening Networking Function Sponsor Package

**\$5,000 + GST**

## **BENEFITS**

### **Name**

- It will be called the “Business Name” Evening 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) Evening Networking Function Sponsorship Package available***





# Exhibitor Package

**\$3,500 + 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 40 exhibitors in total)***





# Sponsor a Not for Profit - to have an Exhibit Booth

## *“Backing our Community”*

**\$2,000 + 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 2024:

- Exposure and opportunity to network with a group of 800+ 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:** Friday 27 September 2024

**LOCATION:** Te Pae,  
Christchurch Convention Centre

**WEBSITE:** [www.techsummit.nz](http://www.techsummit.nz)

**EMAIL:** Alex Thorpe, Tech Summit Manager  
[alex.thorpe@canterburytech.nz](mailto:alex.thorpe@canterburytech.nz)