

# World Business Capability Congress

Incorporating the 27<sup>th</sup> NZOQ Conference, 7<sup>th</sup> International Benchmarking Conference,

New Zealand's Best Practice Competition, and the

New Zealand Business Excellence Awards 2012

Driving Excellence > Innovation > Productivity > Export Growth

*5 -7 December 2012*

*University of Auckland – Business School*

*12 Grafton Road*

*Auckland*

*New Zealand*

## SPONSORSHIP PROSPECTUS





## THE CONGRESS

The World Business Capability Congress, [www.worldbusinesscapabilitycongress.com](http://www.worldbusinesscapabilitycongress.com), will be held in Auckland, 5-7 December 2012. The Congress aims to make **a real impact** on helping New Zealand organisations raise their business capability through “**Driving Excellence> Innovation> Productivity> Export Growth**” – this will be achieved by holding an exciting knowledge sharing Congress and through awareness and business capability activities prior to and stemming from the Congress.

The Congress brings together the 7th International Benchmarking Conference, the 27th New Zealand Organisation for Quality Conference, the New Zealand Business Excellence Awards and a Best Practice Competition with up-to 20 SMEs sharing their best practices. The Awards Dinner on the evening of the 6th December will be used to announce the New Zealand Business Excellence Award winners and give recognition to regional business award winners.

The organisers are the Centre for Organisational Excellence Research, New Zealand Business Excellence Foundation and the New Zealand Organisation for Quality. The partners assisting in promoting the event are: Asian Association of Management Organisations, Asian Network for Quality, Asia Pacific Quality Organization, Auckland Tourism, Events and Economic Development, BPIR.com, Business NZ, Economic Development Agencies New Zealand, Global Benchmarking Network, Idealog, Institute of Management Consultants New Zealand, Kea NZ, Ministry of Economic Development, Ministry of Science and Innovation, Ministry of Foreign Affairs and Trade, New Zealand Institute of Management, and the University of Auckland Business School.

Aimed at senior managers and practitioners who are seeking best practices; improved performance and a thriving business; and consultants, experts, researchers; policy advisors who want state of the art knowledge on organisational excellence. The Congress will have presentations from some of the world’s best business speakers and scholars.

Attendance is expected to exceed 500 delegates and exhibitors

The seven key subject streams will include; Leadership, Strategy, Consumer and Market Focus; Measurement and Knowledge Management; Process Management, Human Resources Focus; and Organisational Capability Building. Within these streams speakers will be focussing their presentations on “*Driving Excellence> Innovation> Productivity> Export Growth*”

## THE EXHIBITION

The exhibition will be held immediately adjacent to the Congress session rooms, ensuring a steady flow of traffic through the vicinity. Lunch, morning and afternoon refreshments will be served throughout the exhibition area. On day two of the World **Business Capability Congress**, a special award will be presented to the best-in-show exhibit.





## THE VENUE

University of Auckland – Business School, Auckland, New Zealand, is the venue for the **World Business Capability Congress**, Located within Auckland’s CBD area, the state-of-the-art Owen G Glenn Building is New Zealand’s largest teaching space and home to staff and students of The University of Auckland Business School and houses fully-equipped lecture theatres.

The Business School building is named after the major donor and New Zealand entrepreneur and benefactor Owen G Glenn.

<http://www.business.auckland.ac.nz/uoa>



## SPONSORSHIP

**All sponsors of the World Business Capability Congress will enjoy the following benefits:**

- Significant national and international brand exposure (advertising and editorial) both in print and online reaching 100,000’s of business owners, senior managers, and academics.
- Association and brand exposure through regular communications to senior executive members of the top business and quality associations in New Zealand and overseas.
- High visibility at the Congress enabling your team to discuss business opportunities with top decision makers, industry experts and key influencers.

*By securing your sponsorship package as soon as possible, we can ensure maximum exposure for your organisation through immediate inclusion on the website and pre-conference promotional materials, advertising and media coverage.*

# platinum sponsor

A select opportunity to secure prominent, targeted branding exposure for your company

Profile Opportunities	Investment	Equivalent Value
Announced as the Platinum Sponsor at the Welcoming, Closing Address and at the introductions to each key theme and the Best Practice Competition	√	\$5,000
Invitation to make a 5 minute welcoming presentation at the Conference	√	\$3,000
Opportunity for a speaker position at the conference that fits the theme of the conference	√	\$800
<i>Prominent</i> brand exposure as Platinum sponsor in <i>all</i> notifications (via newsletters, press releases, website, editorial and advertising in key media) to 100,000+ business owners, managers, and academics in NZ and overseas.	√	\$50,000
Double page colour advertisement in the centre of the Programme Handbook (we can help with design if needed)	Double page spread colour	\$4,000
Profile in Programme Handbook	400 words	\$400
Logo in Programme Handbook	Front cover	\$5,000
Logo and company profile via the revolving banner and website at <a href="http://www.worldbusinesscapabilitycongress.com/sponsors-exhibitors">http://www.worldbusinesscapabilitycongress.com/sponsors-exhibitors</a>	√	\$5,000
Sponsorship identification on PowerPoint slide for each session	√	\$500
Your banner at Welcome Reception, Social Evening, Conference venues, and Conference Dinner	√	\$2,500
Logo on conference bags	√	\$5,000
Logo on fabric lanyards for delegate name badges	√	\$2,500
Logo on table top place cards at the Conference Dinner	√	\$250
Promotional items in the delegates bag	2	\$800
Electronic copy of the Conference delegate list	√	\$500
<b>Exhibition Display</b>		
Exhibition booth – Site includes Velcro compatible walls, spotlights, power, company logo on the fascia name	Double	\$4,000
Location	Prominent	\$1,000
Exhibitor registrations for the Welcome Reception, morning and afternoon teas, on each day of the conference	2	\$500
<b>Guest Registrations</b>		
Complimentary delegate registration to full conference including Welcome Reception, Social Evening and the Conference Dinner	5	\$6,320
Complimentary partner registrations to the Social Evening and Conference Dinner	5	\$1,275
<b>TOTAL (GST exclusive)</b>	<b>By Negotiation</b>	<b>\$98,345*</b>

\*Approximate equivalent and/or actual PR, marketing, advertising, design and print spend to promote your company to the Conference audiences as a Platinum Sponsor. Sponsorship does not include sponsorship of the Conference Awards Dinner or Welcoming Cocktails Evening prior to the conference (*for information on these see page 7*).

# gold sponsor

A select opportunity for Gold sponsors to secure prominent, targeted branding exposure for their companies

Profile Opportunities	Investment	Equivalent Value
Announced as the Gold Sponsor at the Welcoming and Closing Address	√	\$1,000
Announced as the exclusive sponsor of one of the 17 Congress streams, and a sponsor of one of the 7 Congress themes of which the 17 are a subset of	√	\$1,000
Invitation to make a 2 minute welcoming presentation at the introduction of the stream that has been sponsored	√	\$1,000
Brand exposure as Gold sponsor in <i>most</i> notifications (via newsletters, press releases, editorial and advertising in key media) and always on the website to 100,000+ business owners, senior managers, and academics in NZ and overseas.	√	\$25,000
Opportunity for a speaker position at the conference that fits the theme of the conference (this person will be allocated one of the two guest registrations)	√	\$800
Full page colour advertisement in Programme Handbook (we can help with design if needed)	Inside back or back page	\$2,000
Profile in Programme Handbook	200 words	\$200
Logo in Programme Handbook	Inside	\$1,000
Logo and company profile via the revolving banner and website at <a href="http://www.worldbusinesscapabilitycongress.com/sponsors-exhibitors">http://www.worldbusinesscapabilitycongress.com/sponsors-exhibitors</a>	√	\$5,000
Sponsorship identification on PowerPoint slide for each session	√	\$500
Promotional items in the delegates bag	1	\$400
<b>Exhibition Display</b>		
Exhibition booth – Site includes Velcro compatible walls, spotlights, power, company logo on the fascia name	Single	\$2,000
Location	Prominent	\$500
Exhibitor registration for the lunches, morning and afternoon teas, on each day of the conference	1	\$250
<b>Guest Registrations</b>		
Complimentary delegate registration to full conference including Welcome Reception, Social Evening and the Conference Dinner	2	\$3,038
<b>TOTAL (GST exclusive)</b>	<b>\$10,000</b>	<b>\$43,688*</b>

\*Approximate equivalent and/or actual PR, marketing, advertising, design and print spend to promote your company to the Conference audiences as a Gold Sponsor

# silver sponsor

An exclusive opportunity for Silver sponsors to secure prominent, targeted branding exposure for their companies

Profile Opportunities	Investment	Equivalent Value
Announced as the Silver Sponsor at the Welcoming and Closing Address	√	\$1,000
Brand exposure as Silver sponsor in some notifications (via newsletters, press releases, editorial and advertising in key media) and always on the website to 100,000+ business owners, managers, and academics in NZ and overseas. Platinum and Gold sponsors take precedence if there are space limitations in media copy.	√	\$15,000
Full page B&W advertisement in Programme Handbook (we can help with design if needed)	Inside full page B&W	\$1,000
Profile in Programme Handbook	100 words	\$100
Logo in Programme Handbook	Inside	\$1,000
Logo and company profile via the revolving banner and website at <a href="http://www.worldbusinesscapabilitycongress.com/sponsors-exhibitors">http://www.worldbusinesscapabilitycongress.com/sponsors-exhibitors</a>	√	\$5,000
Promotional items in the delegates bag	1	\$400
<b>Exhibition Display</b>		
Exhibition booth – Site includes Velcro compatible walls, spotlights, power, company logo on the fascia name	Single	\$2,000
Location	Main Area	
Exhibitor registrations for the lunches, morning and afternoon teas, on each day of the conference	1	\$250
<b>Guest Registrations</b>		
Complimentary delegate registration to full conference not including socials	1	\$1,264
<b>TOTAL (GST exclusive)</b>	<b>\$3,000</b>	<b>\$27,014*</b>

\*Approximate equivalent and/or actual PR, marketing, advertising, design and print spend to promote your company to the Conference audiences as a Silver Sponsor.

# other opportunities

Best Practice Competition	Investment
Sponsor of New Zealand's Best Practice Competition alongside Auckland Tourism, Events and Economic Development (ATEED) and Ministry of Economic Development (MED). Profiled on all correspondence relating to the competition and on the website before and after the competition, opportunity to give a short 5 minute speech at the beginning of the 20 - or more - best practice presentations on the 6th December and at the awards on the 7th December. Three free registrations to the whole Congress and socials are included.	\$20,000
<b>Conference Evening Dinner and Awards – 6 December 2012</b>	
Exclusive sponsor of the whole dinner (Expected delegates = 350 to 600). The sponsor will be announced and give a short 5 minute speech and promotional material distributed.	\$15,000
Sponsorship of only the aperitifs/wine. The sponsor will be announced and give a short 3 minute speech and promotional material distributed.	\$5,000
<b>Welcome Reception – 4 December 2012</b>	
Exclusive sponsor of the Welcome Reception (Expected delegates = 150). The sponsor will be announced and invited to give a short 2 minute speech. promotional material distributed.	\$2500
<b>Networking Function – 5 December 2012</b>	
Exclusive sponsor of the Networking Function (Expected delegates = 250) on the evening. The sponsor will be announced and invited to give a short 3 minute speech. Promotional material distributed.	\$5,000
<b>Conference Lunches on 5, 6 and 7 December</b>	
Exclusive sponsor of a Lunch. The sponsor will be announced and invited to give a short 2 minute speech. Promotional material can be distributed. <i>3 opportunities available</i>	\$1,500
<b>Morning/Afternoon Tea on 5, 6 and 7 December</b>	
Exclusive sponsor for either morning or afternoon tea. The sponsor will be announced and give a short 1 minute speech and promotional material distributed. <i>8 opportunities available</i>	\$750
<b>Advertisement in Programme Handbook</b>	
Full page colour advertisement (if available)	\$2000
Full page B&W advertisement	\$1000
Half page B&W advertisement in Programme Handbook	\$500
Quarter page B&W advertisement in Programme Handbook	\$250
Design and content assistance with advert if required	\$750
<b>Other Opportunities</b>	
Branded USB drives for conference material (350)	\$6000
Logo on fabric lanyards for delegate name badges	\$1500
Delegate bag insert	\$400
<b>Best Paper Award</b>	
<i>Awards will be given to the three best papers submitted to the Congress. These will be announced at the Awards Dinner and enable the Sponsor to be profiled with the winners and through media coverage after the event.</i>	\$4,000
Opportunity to sponsor other benefits for delegates. To be negotiated and agreed.	

To secure your sponsorship for the World Business Capability Congress, contact:

**Angela Llauder**

New Zealand Organisation for Quality

PO Box 622

Palmerston North

New Zealand

P: +64 6 351 4407

E: membership@nzoq.org.nz

OR

**Dr. Robin Mann**

COER, SEAT

Massey University

Private Bag 11222

Manawatu Box Lobby

Palmerston North 4442

New Zealand

P: +64 6 350 5445

E: r.s.mann@massey.ac.nz

**ORGANISERS**



**SPONSORS**

*Platinum*



*Gold*



*Silver*

