

The New Zealand Society for

**RISK MANAGEMENT Inc.**

Improving the knowledge and practice of risk management in New Zealand



**GOVERNANCE & LEADERSHIP**  
*in uncertain times*

# CONFERENCE EXHIBITOR PROSPECTUS

6-7 SEPTEMBER 2012

TE PAPA TONGAREWA  
Wellington, New Zealand

The New Zealand Society for Risk  
Management Conference 2012

Ph/Fax: +64 4 232 4350

Email: [office@eventuate.co.nz](mailto:office@eventuate.co.nz)

Website: [www.risksociety.org.nz](http://www.risksociety.org.nz)

# Welcome

Your organisation is invited to be an Exhibitor at New Zealand's premier Risk Management Event for 2012. The New Zealand Society for Risk Management's biannual conference will be held in Wellington on 6-7 September 2012.

Our conference theme is 'The Courage to Succeed'. Key topics for this major event include: defining success by setting targets, the global risk environment, risk appetite and risk tolerance, strategic risk and foresight, risk and benefit, and negotiation and influencing to manage risk. The topics will be addressed through a mix of keynote addresses by high profile leaders, seminar presentations, and interactive workshops.

The New Zealand Society for Risk Management's purpose is to improve the knowledge and practice of risk management in New Zealand. It has approximately 300 individual members and 70 corporate members and regularly reaches approximately 800 professionals involved in risk management through combined individual and corporate memberships. The Society brings together people and organisations involved in all aspects of risk management by encouraging the development and application of best practice in risk management.

The committee is seeking to promote your company and products to delegates in an effective manner. The conference organiser aims to work closely with trade exhibitors to deliver a successful conference to complement their marketing programme. Please contact the conference organiser if you have any queries regarding your trade requirements.

**Dates:** 6-7 September 2012  
**Exhibition Venue:** Oceania Room, Te Papa Tongarewa  
**Conference Theme:** The Courage to Succeed

**Contact Details: Please contact our conference  
organiser Eventuate Ltd for all exhibition inquiries**

Dave Treeby  
Eventuate (Wgtn) Ltd  
PO Box 51-185  
Tawa, Wellington 5249  
New Zealand  
Ph/Fax: (+64) 4 232 4350

[dave@eventaute.co.nz](mailto:dave@eventaute.co.nz)

# Who will attend?

This timely conference will appeal to those with an interest in applying best practice in risk management and how this fits into the organisation's framework. We anticipate this will include:

- Corporate leaders and board members
- Business strategy managers and business continuity managers.
- Government and local authority managers
- International risk management practitioners and experts
- Decision makers from private sector organisations that currently use or may benefit from using risk management
- Consultants and practitioners in risk management
- Business, legal and auditing professionals
- Engineers, contract managers and OSH professionals
- Technology managers
- Academics in risk management, public policy, decision making, environment, engineering, public health etc.
- Crown agency managers
- Representatives of professional societies
- Politicians—central and local government
- Representatives of environmental and other public interest groups

## Expected Participant Numbers

Approximately 200 delegates are expected to attend this conference, mainly from New Zealand.

## The Opportunity

The 2012 New Zealand Society for Risk Management Conference exhibition will give your company the opportunity to promote your products and services and to strengthen relationships within the risk community. It will help generate new leads and contacts for future sales to decision makers in your target market.

The exhibition will take place in the Oceania Room at Te Papa Tongarewa (the Museum of New Zealand) on the Wellington waterfront. The Organising Committee invites you to use this excellent opportunity to network and build your profile.

# Why Exhibit?

Exhibitions are a very cost effective way of gaining access to potential customers. Be there to:

- Make face to face contact with prospective customers
- Establish new relationships & build on existing ones
- Generate new business and make sales onsite
- Meet with people in a stimulating and welcoming environment
- Allow people to experience your product physically and emotionally; let them touch and sample your product
- Showcase and make your product known to new people
- Maintain and reinforce loyalty with existing customers
- Entice people away from the competition because you're attending and they're not!
- Differentiate and establish your brand in your marketplace
- Interact with a captive audience that is your target market

# You Will Receive

- One trade stand - 3.0m (Length) x 1.8m (Depth) including panels (see next page for more details)
- Direct mail contact list of qualified and motivated conference attendees (see below).
- Company profile (50 words) in the conference handbook.
- Acknowledgement of your company in the conference handbook.
- Your company name hyperlinked to your organisation's website on the conference website will drive traffic to your website before and after the conference.

# Mailing Lists

You will receive a contact list of conference attendees<sup>1</sup> following the conference. These contacts will allow you to build stronger relationships with conference delegates and increase post conference sales. Follow up with delegates to maximise the value of your presence at the meeting.

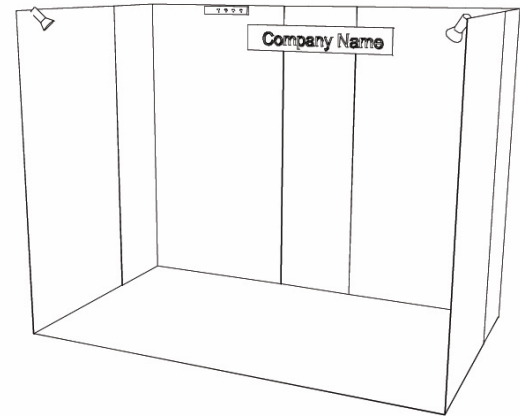
<sup>1</sup> Contacts for those attendees giving their consent as required by the Privacy Act 1993

# Exhibition Space

Pre-constructed booths will provide a professional image and valuable display space for you to enhance the presentation of your products and information.

## Your booth includes:

- 3m wide x 1.8m deep x 2.3m high frontrunner Velcro receptive panels.
- Panels will be supplied for two or three sides of the stand, depending upon individual requirements.
- 2 x Spotlights
- 10 amp power supply with 4 pin multi-box power point
- Signage: Company name signs, standard (Black corflute with white text)
- Two chairs
- Trestle table with tablecloth and skirting



# Exhibition Costs

**\$850.00 plus GST per 3m wide x 1.8m deep x 2.3m high pre-constructed booth.**

**Catering for trade stand personnel is not included. Trade stand personal are encouraged to either:**

- register for the conference which will enable them to attend all sessions
- provide their own catering arrangements
- indicate on the application form on page 7 if they wish to utilise conference catering at cost of \$150+GST which provides all morning/afternoon teas and lunches (does not include the conference dinner).

# Additional Equipment

We encourage you to be innovative with your booth using unique stand designs and offering giveaways. This will improve the look and appeal of your stand.

Any additional equipment required such as display units, shelving, stools, audio visual equipment etc. can be ordered through Craig Jenkins, Displayworks who will contact you direct concerning your specific requirements.

[Craig Jenkins](#)

DDI: 04 568 3992

Email: [craig@displayworks.co.nz](mailto:craig@displayworks.co.nz)

Please complete the application form on page 7 and forward to the conference organiser

[Dave Treeby](#)

Ph/Fax: 04 232 4350.

Email: [dave@eventuate.co.nz](mailto:dave@eventuate.co.nz) or

Exhibitor Pack In	Wednesday 5 September 2012, 1.30-5.00pm
Exhibitor Pack Out	Friday 7 September 2012, at 3.30pm

# Gifts and Prizes

Do you have a product without your company branding that you would like to provide as a gift or treat for our delegates? Perhaps bottled water, a snack bar or cookies. A voucher, nutritional product or a magazine. Perhaps you would like to put a chocolate at each place setting at the Conference Dinner. Please talk to us about these opportunities to increase your brand exposure as soon as possible.

# Trade Exhibitor Application



The New Zealand Society for Risk Management Conference 2012

Organisation/Company:	
Contact Person:	Position:
Address:	
Post Code:	Country:
Phone:	Mobile:
Email:	Company Webpage:
Trade Display Name:	

<input type="checkbox"/>	I require ..... booth (s) at NZ\$850 plus GST
<input type="checkbox"/>	I require ..... catering at NZ\$150 plus GST per person

## Payment Terms

On receipt of the Application Form, the Conference Organiser will issue a letter of confirmation together with an invoice for the amount payable. Exhibitors are required to send a non-refundable 50% deposit payment within 14 working days. The balance is to be paid by 20 August 2012.

Cheques/direct credits should be made payable to: Eventuate Ltd - Risk Management Conference. Funds may be transferred directly to BNZ Bank, Tawa, Account number: 020552 0010936 02

## DISCLOSURE

I hereby agree to exhibit as detailed in this proposal, for the New Zealand Society for Risk Management 6th Biennial Conference, on 6-7 September 2012 at the Te Papa Tongarewa, Wellington.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Please complete this form, keep a copy for your records and post/fax/email original to:

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Ph/Fax: 04 232 4349  
dave@eventuate.co.nz