



# SPONSORSHIP OPPORTUNITIES

ITX INNOVATION DAYS 2021



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# WELCOME

**The 2021 ITx Innovation Days are bringing innovation, technology and education right to your doorstep.**

We're excited to invite you to be part of the 2021 ITx Innovation Days, and the 2021 Excellence in IT Awards.

**ITx is where New Zealand's digital technology sector comes together.** After the past year and a half of uncertainty and a world-changing pandemic, bringing our community together has never been more important, so for 2021, we're taking it on the road and bringing it to you.

Deviating from our usual huge conference in one major centre, **ITx 2021 will be a roadshow event bringing everything you love about ITx right to your doorstep.**

A series of 8 ITx full-day and half-day conferences will be held in Auckland, Wellington, Christchurch, Hamilton, Tauranga, Palmerston North, Nelson and Dunedin.

ITx 2021 will also help celebrate 60 years of tech innovation in New Zealand, celebrating the rich history of the digital technology sector in New Zealand.

As well as the ITx Innovation Days for the broad sector, we're excited that the CITRENZ academic conference will run alongside the Wellington event.

Promotions of the conference series across the sector will gain you access to the largest group of professionals, leaders, users and educators in the country. A full PR campaign will run alongside the promotions to member organisations including wide media coverage.

ITx also features the **New Zealand Excellence in IT Awards**, recognising the people that make such a difference to our sector. As with previous years, these awards will recognise those innovators in our industry with a gala dinner at the Wellington Innovation Day. We're expecting a full house for these awards plus good media coverage. This is a great opportunity to be associated with innovation and success.

ITx 2021 provides a wide range of sponsorship opportunities suitable for every budget and ensuring maximum visibility of the sponsors.

The ITx Innovation Days are going to be an exciting and important series for our industry. With a history of strong performance with our national conferences, ITP and our partners can offer a quality experience for your company, exhibitors and attendees.

Come and be part of these great events and help make this an amazing experience for everyone.

**Paul Matthews**

ITP Chief Executive



# 2021: ITx Innovation Days

Expanding on the ITx conferences, ITx Innovation Days will bring together senior IT Professionals from all corners of our industry and provide an environment to network, share ideas, learn, and reflect.

Rather than a single conference in one city, this year ITx evolves into a truly national celebration, with half and full-day conferences in 8 cities across New Zealand.

## Conferences, evolved.

Innovation Days are the next evolution of conferences designed for the Covid era.

ITx still focuses on technology, innovation and education as it always has, the difference being that we bring ITx to you – reducing the risk of a mega conference being disrupted by a change in Covid 19 Alert Levels around the country.

ITx Innovation Days will take place around New Zealand during July 2021:

<b>Palmerston North</b>	<b>13 July</b>
<b>Nelson</b>	<b>14 July</b>
<b>Wellington (full day)</b>	<b>16 July</b>
<b>Tauranga</b>	<b>20 July</b>
<b>Hamilton</b>	<b>21 July</b>
<b>Auckland (full day)</b>	<b>23 July</b>
<b>Dunedin</b>	<b>27 July</b>
<b>Christchurch (full day)</b>	<b>29 July</b>

There will be opening and closing keynotes at the Auckland, Wellington and Christchurch events.

Keynote presentations from all Innovation Days will be streamed via Facebook.

Regional events will include a mix of local and international speakers.

Over 1000 delegates are expected to attend across all Innovation Days.

Videos and material during and after the event will be viewed widely across New Zealand's IT industry.



## Previous Speakers

ITx conferences always attract major speakers, and 2021 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
- **Jacqui Maguire**, Clinical Psychologist
- **Sam Morgan**, Founder of Trade Me and Angel Investor
- **Ian McCrae**, CEO of Orion Health
- **Rod Drury**, Founder of Xero
- **Alexia Hibertidou**, GirlBoss NZ
- **Edith Yeung (USA)**, Founding Partner, 500 Startups Mobile Collective
- **Brendon Lynch (USA)**, Global Chief Privacy Officer at Microsoft
- **Barry Vercoe (USA)**, Co-Founder of MIT Media Lab, OLPC Australia and NZ
- **Colin Ellis (AUS)**, Award Winning International speaker, leadership expert and best selling author
- **Andy Prow**, CEO and founder of RedShield Security
- **Seeby Woodhouse**, CEO and founder of Voyager Internet. Founder of Orcon Internet

# WHO'S BEHIND ITx?

ITx is the largest independent tech related conference in New Zealand. Established in 2016, The ITx mega-conferences bring together up to 13 tech related conferences under one roof.

Held bi-annually, ITx Rutherford are smaller regional conferences usually held in the opposite years as the mega conference.

And now we're bringing you the ITx Innovation days, held in 8 locations around the country.



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 Information Technology profession.

Previous ITP conferences have attracted a who's who of the IT sector, with a diverse range of speakers and hosts.

## CITRENZ

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.

**CITRENZ 2021 will be held on 14-16th July in Wellington.**

## PEOPLE LEADERSHIP SPECIAL INTEREST GROUP\*

The ITP People Leadership Special Interest Group has been formed by those who previously ran the New Zealand chapter of the IT Service Management Forum, and is focused on the People and Process side of Technology.

This group is contributing sessions focused on people leadership, service management, DevOps, process management and other areas focused on people and process leadership.

\* *Working title*

# CONFERENCE OPTIONS/DETAILS



## Your involvement in ITx Innovation Days

You have three options to support the 2021 Innovation Days.

Become a major ITx sponsor across all events	Become a sponsor of an individual Innovation Day	Sponsor the Excellence in IT Awards
As a <b>major sponsor</b> of Innovation Days, you will enjoy broad coverage and exposure of your brand right across all 8 of the events. You will also have access to exclusive individual sponsorship items.	Sponsor <b>individual Innovation Days</b> to open up many additional opportunities to place your brand where it will work best for you. choose your location and additional sponsorship items to fit your budget.	Become a <b>New Zealand Excellence in IT Awards Partner</b> and be associated with the premiere event recognising the individuals who excel in our industry.

More details about each option are on the following pages.

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

All venues offer something different to each of its audiences and sponsors, ITx is famously known for its high quality of catering and these events will be no different, with each offering the highest standard of food and beverages during the conferences and at social events.

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

If you want to get your brand in front of New Zealand's technology sector, this is your event.

## Programme

The programme will comprise of an energised mix of innovative speakers and themes across a range of IT topics, with a focus on tech innovation, there really will be something for everyone.

## Audience

Innovation Day participants will be dedicated professionals and educators from a diverse sector, who place a high priority on professionalism in the delivery of tech solutions and have committed to improving the standards of the Industry at a practitioner and educational level.



# SPONSORSHIP PACKAGE OPTIONS

This page outlines sponsorship packages for all of the innovation days including the Excellence in IT awards. Our sponsorship team are happy to talk through your requirements and tailor packages to suit your needs.

	<b>Diamond</b> \$25,000 + gst <i>(or 4x \$6250)</i>	<b>Platinum</b> \$15,000 + gst <i>(or 4x \$3750)</i>	<b>Gold</b> \$8,000 + gst <i>(or 4x \$2000)</i>
<b>Exclusivity</b>	1	up to 3	
<b>Status</b>	Top "associated" status to an Innovation Day	Prominent recognition as a Major Sponsor	Recognition as a series sponsor
<b>Recognition</b>	Opening, closing and throughout the conference	Opening, closing and throughout the conference	Opening, closing and throughout the conference
<b>Naming rights to breakout rooms</b>	Naming rights to Conference plenary spaces at all 3 events	Naming rights to a conference space	
<b>Individual Items</b>	\$10,000 of items from the following pages.	\$6,000 of items from the following pages.	\$3,000 of items from the following pages.
<b>Company name/ logo</b>	Company logo included alongside the conference logo often, including internal and external marketing across all events	Company logo included in much of the promotion, across all events	Company logo included in much of the promotion.
<b>Holding slides at ITx Innovation Days</b>	Very prominent logos across all conferences	Logo prominent across all conferences	Company logo across all conferences
<b>Pull-up signs</b>	2 in Plenary, 1 in entrance/foyer of venue	2 in secondary presentation room, 1 in entrance or foyer of venue	At all events
<b>Social media/ publicity</b>	Regular mentions in buildup and on the day	Some mentions in buildup and on the day	Some mentions in buildup and on the day
<b>Complimentary registrations</b>	10 to all events table of 10 for awards dinner	15 shared across all events, table of 10 for awards dinner.	8 shared across all events
<b>Trade stand</b>	Standard available at major events	Standard available at major events	

# SPONSORSHIP OPTIONS (Individual Events)

Choose to partner with one or more individual ITX Innovation day.

## Innovation Day Partner

Be the primary partner for a single Innovation Day, Including:

- Top-level “in partnership with” naming rights.
- Significant branding at your chosen event.
- All other “Gold” benefits from previous page for your chosen Innovation Day (except individual items).
- Limited to three companies (per event)

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**Auckland, Wellington or Christchurch:** \$5000 +GST (or 2x \$2500)  
**All other centres:** \$2500 +GST (or 2x \$1250)

## Innovation Day Supporter

Listed as a supporting company for your chosen Innovation Day(s), including:

- Logo on website and mentions during the events
- Great association with these premium innovation events
- Pull-up banners at chosen event

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**Auckland, Wellington or Christchurch:** \$1500 (or 2x \$750)  
**All other centres:** \$750 (or 2x \$375)



# OTHER ITx OPPORTUNITIES

In addition to our overall sponsorship packages, we also offer individual conference components to select as part of your package (or to create your own custom package).

**Note:** *Diamond, Platinum, and Gold sponsors receive items from this list at no extra cost - see previous pages.*

*All prices  
excl. GST.*

<p><b>Delegate Bag</b> Your logo will be printed on the conference satchel given out at all events, and additional items of company branded items can be inserted into the satchel at no extra cost.</p>	<p><b>\$8000</b></p>
<p><b>Conference Welcome Gift</b> branded gift item placed on the tables of your chosen conferences (premium branded item provided by you at your cost)</p>	<p><b>AKL/WEL/CHC: \$500 Other Areas: \$250 All Events: \$1500</b></p>
<p><b>Keynote and Video Branding</b> Your logo alongside the ITx logo on edited Keynote presentation videos, and featured prominently on the outro screen. You have the choice of branding one specific keynote, both keynotes from your chosen large conference or all 6 Keynotes across all large conferences..</p>	<p><b>Per venue: \$1000 All: \$4000</b></p>
<p><b>Cocktail Function</b> Your organisation will be acknowledged in all conference publications for the closing cocktails at your chosen conference. You will have brand visibility at the venue of the function via event signage and pull up banners ( supplied by you)</p>	<p><b>AKL/WEL/CHC: \$3000 Other Areas: \$1500</b></p>
<p><b>Quick Talk Video</b> Short interview (30 seconds, single take) promoted via facebook and twitter during your chosen conference (attendance at the specific conference is required to fulfil this).</p>	<p><b>\$500 per event</b></p>
<p><b>Barista Coffee Stations</b> 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 the day. 2 coffee stations available at large conferences, 1 coffee station at small conferences</p>	<p><b>\$2,500 per station</b></p>
<p><b>Lunch x 3</b> 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.</p>	<p><b>AKL/WEL/CHC: \$2500 each</b></p>

*Payment Instalment options available.*

<p><b>Stationary and pens</b> You will be the official sponsor of the conference notepad and pen by supplying branded notepads and pens at events..</p>	<p><b>AKL/WEL/CHC:</b> <b>\$1000</b> <b>Other Areas:</b> <b>\$500</b> <b>All Events:</b> <b>\$2500</b></p>
<p><b>Bottomless fruit and buzz bar bowls</b> 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 the day..</p>	<p><b>AKL/WEL/CHC:</b> <b>\$1500</b> <b>Other Areas:</b> <b>\$750</b></p>
<p><b>Morning Tea x 3</b> 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 and brand visibility during the catered break.</p>	<p><b>AKL/WEL/CHC:</b> <b>\$1000</b> <b>Other Areas:</b> <b>\$500</b></p>
<p><b>Afternoon Tea x 8</b> 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.</p>	<p><b>AKL/WEL/CHC:</b> <b>\$1000</b> <b>Other Areas:</b> <b>\$500</b></p>
<p><b>Table Top or Trade Space / Exhibition Space</b> (available at Auckland, Wellington or Christchurch only, limited numbers apply) in the Trade Exhibition Area (see page 12).</p>	<p><b>See Page 12</b></p>
<p><b>WIFI Sponsor</b> 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.</p>	<p><b>AKL/WEL/CHC:</b> <b>\$1500</b> <b>Other Areas:</b> <b>\$1000</b></p>
<p><b>Delegate Bag Inserts</b> Placement of any branded item into the delegate bags in any of our ITx events. Price is per event.</p>	<p><b>AKL/WEL/CHCH:</b> <b>\$1000</b> <b>Other areas:</b> <b>\$500</b></p>

*all prices exclude GST*



# NEW ZEALAND EXCELLENCE IN IT AWARDS

**The New Zealand Excellence in IT Awards** are a sector-wide awards programme focusing on recognising individuals and teams who have truly excelled in our industry. Winners will be announced at the Excellence in IT Awards Gala Dinner after the ITx Wellington Innovation Day, on the evening of Friday 16th July 2021.

The New Zealand Excellence in IT Awards recognises the real people behind tech – the people that make IT work.

While other awards programmes do an excellent job of recognising the companies and vendors who do great work, the Excellence in IT Awards are focused squarely at the unsung heroes of our sector: our people.

***Details on next page.***

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**Awards Partner**

**\$8,000**

Awards Partners are the top-level partners for the Excellence in IT Awards. Partners will receive "In association with" recognition through most of the Awards marketing material and regularly on the night. *To ensure the integrity of the awards there will be a minimum of two and a maximum of three Awards Partners.*

**Awards Partners receive:**

- Prominent "In association with" recognition in most of the Awards marketing material and in programmes etc.
- Prominent recognition in all material related to the Gala Dinner, including in written material and during the awards.
- Opportunity for company CEO or nominee to give a 3 minute welcome speech at the dinner or similar exposure.
- Prominent branding on the menu, given to all attendees on the night.
- Company logo on the Awards screen graphics.
- Branding within the venue during the awards, including pull-up signs in the dining room during the dinner.
- Company logo on the awards website.
- **Complimentary Innovation Day Partner**, including all the benefits that come with it, or \$4,000 off the Diamond, Platinum or Gold sponsorships .
- Table of ten to the IT Awards Gala Dinner.
- Regular mentions through social media (Twitter, Facebook and LinkedIn) and awards publicity.
- Other branding opportunities available.



# TRADE STANDS

Trade Stands will be available at the Auckland, Wellington and Christchurch events.

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

Subject to availability, you can choose between a "traditional" trade table top space or a dedicated branded space where you can add pull-up banners, work stations, create a hang out space with beanbags, - or anything you like.

Whether a table top space or a free space, there are two sizes available to select from. We will work with you to make the space work for you.

## Site

The trade exhibition area floor plan (available soon) will show the sites of trade exhibition stands and the free space areas. Sponsors will have first option for positions, followed by those exhibiting without sponsorship on a first-in, first-served basis.

## Exhibitor Benefits

**Each exhibiting company will receive the following benefits:**

- Acknowledged as an exhibitor on the website.
- 2 x Trade attendant registrations, 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 at a time.

### **Standard Table Top Space - \$2,500+GST**

2m wide x 3m deep

### **Large Standard Trade Space - \$2,250+GST**

3.0m wide x 3m deep

**Table top space** include 1.8m trestle and 2 chairs, plus power.

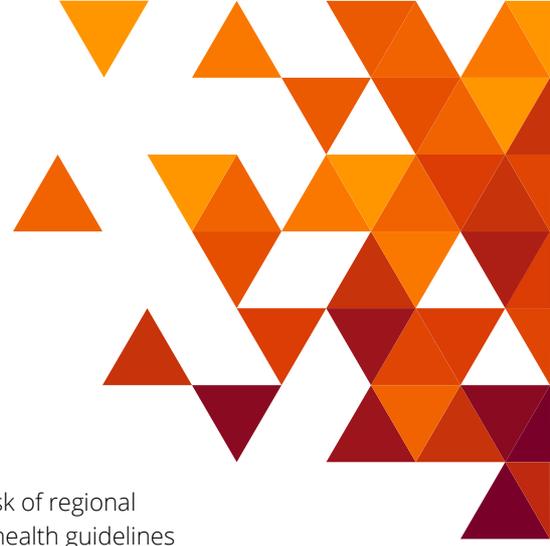
**Trade Spaces** includes power to your site, you bring the rest - it really is a free space to do with as you please!

### **Each space will include the following:**

- 1 x 10 AMP power supply and a multi-box
- A trestle table, table cloth and a chair (table top space only)
- In order to maintain the integrity of the conference the exhibition stands must not be taken down until after the closing cocktail drinks.



# COVID-19 Disruptions



ITx innovation days are conferences evolved for the Covid era. With the very real risk of regional lockdowns, ITx Innovation Days allow the flexibility to run events inside ministry of health guidelines within Alert Level 1 and 2. Should an Innovation Day need to be cancelled or postponed due to a change in alert levels, the affected Innovation Day will be postponed or cancelled without disruption to other events, meaning in the case of a regional lockdown all other events can go ahead.

ITx will be run in accordance with the New Zealand Event Sector Voluntary Code to ensure mitigation of exposure and infection of Covid-19.

In the event of a Innovation Day not being held due to a change of alert level meaning the event cannot proceed, it will be postponed to a date when the alert level is dropped. All sponsorship will remain active throughout this period, meaning that promotion of sponsorship will continue in accordance with your package for all event updates and notices.

contact us at:  
[sponsorship@itx.nz](mailto:sponsorship@itx.nz)

see [itx.nz](http://itx.nz) for more information

