

# fire NZ

## 2017

CONFERENCE & EXHIBITION

VERSION ONE

# THE BEGINNING OF A NEW ERA

EXHIBITOR PROSPECTUS



11<sup>TH</sup> – 13<sup>TH</sup> OCTOBER 2017  
ASB SHOWGROUNDS  
GREENLANE, AUCKLAND

THE FORUM OF FIRE PROTECTION, FIRE SAFETY AND FIRE ENGINEERING PROFESSIONALS

# THE BEGINNING OF A NEW ERA



## THE THEME

### The Beginning of a New Era

The FireNZ 2017 Conference and Exhibition theme ***"The Beginning of a New Era"*** is an opportunity to look at how we do things in a fresh light and forge a better fire safe future for ourselves and the public we serve.

The new Fire and Emergency Act, the wrapping up of the MBIE working groups on Alternative Solutions, VM2 tall buildings and supported housing for example will change the ways we do things and create new opportunities.

## THE PARTNERS

### FPANZ

The Fire Protection Association NZ is the primary organisation which represents the fire protection industry in New Zealand.



The Association liaises closely with relevant government departments and ministries and, has strong links with other building related associations. The Association has been operating now for over 40 years, and has grown significantly by representing more and more companies and organisations that work in the fire protection industry.

Our membership base includes businesses that are involved in fire alarm manufacturing, fire alarm services, fire protection sprinkler industry, evacuation consultants, fire equipment distributors, insurance companies, fire engineers, the New Zealand Fire Service and Territorial Authorities.

### IFE

The Institution of Fire Engineers New Zealand Branch is part of an international learned body which was founded in 1918 and incorporated in New Zealand in 1924 with the following main objectives:



- To promote encourage and improve the science and practice of fire engineering, fire prevention and fire extinction, and all operations and expedients connected therewith.
- To give an impulse to ideas likely to be useful in connection with, or in relation to such science and practice to the members of the Institution and community at large.

Membership of the IFE is drawn from a large cross section of the community, all with a common interest in fire engineering. Examples of organisations that members belong are NZ Fire Service, Airport Rescue Fire Service, Rural Fire Service, the Insurance Industry, the Building Industry, the Fire Protection Industry, Fire Engineering Consultants and organisations tasked with emergency incident management.

### SFPE

The New Zealand Chapter of the Society of Fire Protection Engineers is the primary organisation representing the fire engineering professionals of New Zealand.



SFPE NZ is the Institution of Professional Engineers New Zealand's (IPENZ's) Technical Interest Group for matters of Fire Engineering.

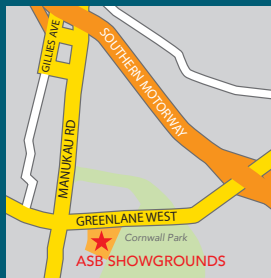
The purpose of the SFPE is to advance the science and practice of fire protection engineering and its allied fields, to maintain a high ethical standard among its members, to develop fire protection engineering guidelines and standards and to foster fire protection engineering education.

In accomplishing this purpose, SFPE NZ has engaged in activities that are educational, scientific, charitable or promote the practice of fire protection engineering since 1994.

SFPE NZ members include representatives of all sectors of the fire protection industry with an interest in the development, application and promotion of scientific and engineering methods to reduce the risks of unwanted fires.



# THE VENUE



ASB Showgrounds has more than 18,000m<sup>2</sup> of exhibition space, ample parking and superb location next to Auckland's Cornwall Park, just minutes from Auckland's CBD.

Located at:  
217 Greenlane West,  
Epsom, Auckland



## ACCOMMODATION OPTIONS 11-13 October 2017

Please see the discounted options available for FPANZ Conference Delegates. To collect these rates and receive the discounts, please follow the instructions below.

### Novotel AKL Ellerslie

**Rate Type:** Room only rate

**Room Type:** Superior Twin Room (02 x Double Beds) or Superior King Room (01 x King Bed)

**Room Rate:** \$219.00 incl GST / Per Room / Per Night / Maximum 2 person per room  
Full buffet breakfast @ \$32.00 per person



Novotel

### IBIS AKL Ellerslie

**Rate Type:** Room only rate

**Room Type:** Standard Twin Room (02 x King Single Beds) or Standard King Room (01 x King Bed)

**Room Rate:** \$169.00 incl GST / Per Room / Per Night / Maximum 2 person per room  
Full buffet breakfast @ \$32.00 per person



Ibis

### TO BOOK:

Please kindly follow the below steps to gain access to the special event rate for both Novotel & Ibis Ellerslie, Auckland.

**Please visit:**

<http://www.accorconferences.co.nz/custom-offers/2017-fire-new-zealand-conference>



**Please enter Destination:** Auckland

**Please enter Arrival / Departure date** (Please note special rates are only applicable for the below dates and are subject to availability at time of booking)

**Please select No. of rooms / No. of adults or children**

**Reference code for FireNZ 2017: BGCI**



Greenlane Suites



### Greenlane Suites

10% off booking

<http://www.cpg-hotels.com/our-hotels/greenlane-suites/>



**Promo Code: RETURN**

# EXHIBITION INFORMATION

## STAND COSTS, DIMENSIONS & ALLOCATION INFORMATION

- Each Stand will be constructed by a professional exhibition contractor and will include the following:
  - 3m x 3m black frontrunner panels stand
  - 2x Spotlights
  - 1x Powerpoint
  - 1x Trestle Table
  - 1x Chair
  - Two staff members per stand will receive complimentary catering and a name badge.
- We have 15 Premium Corner Stands, 14 Premium Enclosed Stands and 25 Standard Corner Stands and 18 Standard Closed Stands available. The Premium Corner Stands are marked in green, the Premium Enclosed Stands are marked in blue on the floor plan.
- Additional equipment can be hired through the exhibition contractor for an additional fee. A catalogue of additional options will be provided by FPANZ.

### NON-MEMBER PRICE

**Premium Corner Stands** - 15 available

3m x 3m stand .....\$3,500 ex GST

**Premium Enclosed Stands** - 14 available

3m x 3m stand .....\$3,000 ex GST

**Standard Corner Stands** - 25 available

3m x 3m stand .....\$2,700 ex GST

**Standard Enclosed Stands** - 18 available

3m x 3m stand .....\$2,500 ex GST

### MEMBERSHIP DISCOUNTS

*(only one applies per application)*

**FPANZ members:** Platinum ... 15%  
Gold ..... 10%  
Silver ..... 10%  
Bronze ..... 5%

**IFE members:** ..... 5%

**SFPE members:** ..... 5%

## ALLOCATION OF STANDS

FireNZ 2017 are inviting Exhibitors to take up stands by the initial response date of **30th June 2017**. All stand allocations are based on the priority of sponsorship options taken up, then by a company's FPANZ, IFE or SFPE membership tier status. All other stand allocations will be allocated on a first come first served basis.

1st Priority: Platinum Sponsors  
2nd Priority: Gold or multiple stands holders  
3rd Priority: Silver or Key Sponsors  
4th Priority: Bronze

All stands sold prior to the 30th June 2017 will be allocated and confirmed in writing on 6th July 2017 other remaining stands will be allocated as sold.

## ADDITIONAL OPTIONS FOR EXHIBITORS

### Stand Upgrade Package

Includes LED Lighting, Full size company sign along the front of the stand. Cost \$500 +gst per stand.

### Additional Staff - \$100

Additional exhibition staff are permitted at a cost of \$100 per person per day to cover catering and administration.

**Each 3m X 3m stand can have a maximum of 3 reps.**

### FireNZ Magazine Ad

For information on advertising in the Conference Edition of the FireNZ Magazine please contact:

Craig Flint

Defsec MEDIA LIMITED

Telephone: + 64 (0) 7 868 2703

Mobile: +64 (0) 274 597 621

Email: craig@defsecmedia.co.nz

## EXHIBITION DATE AND TIMES

**SET UP** Wednesday 11th October 2017  
from 12:00pm onwards

**PACK OUT** Friday 13th October 2017  
from 4:00pm onwards

**EXHIBITION** Wednesday 11th October 2017  
4:00pm – 6:00pm (optional)  
Thursday 12th October 2017  
8:00am – 5:30pm  
Friday 13th October 2017  
8:00am – 4:00pm

### Please note:

Set up and pack-down of exhibition equipment and materials is restricted to the designated times to comply with the organisers and the ASB Showgrounds insurance and safety requirements.

## OFFICIAL EXHIBITION HOURS

Delegates and general public are invited to attend the Exhibition during the following times:

- Wednesday 11th October – 4.00pm to 6.00pm
- Thursday 12th October – 8.00am to 5.30pm
- Friday 13th October – 8.00am to 4.00pm

Please feel free to invite guests/clients to attend the exhibition during these times.

Please note the following:

- Guests/Clients must sign in at the registration desk with an email and phone number for our database, and wear a visitors pass.
- Catering is for paying conference delegates and exhibitor representatives only.



# FireNZ & NZSA to Join Forces in 2017



FireNZ is pleased to announce that once again the NZSA (New Zealand Security Association) will hold their annual trade exhibition adjacent to the FireNZ exhibition.

This initiative allows for the cross fertilization of ideas between all of the respective organisations and an increased flow of visitors to both exhibitions this year.

## CONFERENCE ATTENDANCE

Stand representatives are advised that the Exhibition and Conference are regarded as two separate events. All exhibitor catering will be provided 30 minutes before the conference, which will be held in the exhibition area. We advise that stand holders are at the stand 10 minutes prior to each break out.

## CONFERENCE AWARDS

### BEST EXHIBIT AWARD

All exhibitors are eligible to win the Best Exhibit Award. Criteria are:

- Overall presentation of the exhibit and personnel in attendance
- Availability of product information and knowledge by personal

### DELEGATE'S CHOICE AWARD

This is the delegates chance to vote. It is designed to encourage them to visit as many stands as possible; and only after visiting a set number of stands, will they be able to enter a prize draw and vote for their favourite.

## WEBSITE

The FireNZ website will be operational with updates and information about FireNZ 2017. The website will be the means by which we keep delegates and exhibitors up-to-date with the event.

The website can be accessed through either the FPNZ, IFE or SFPE websites.

## MARKETING OF THE SPONSORSHIP PLANS

All sponsors are recognised within the conference program at their chosen level of engagement via presentation slides in the conference agenda.

There will be associated marketing opportunities as the venue is created to customise banners within the conference venue and associated spaces, eg canteen areas /meeting areas.

FireNZ will recognise sponsors at a variety of planned events throughout the conference program to ensure that visibility and acknowledgment is provided.



# SPONSORSHIP OPPORTUNITIES

Sponsorship is an excellent means to promote your company and/or brand to the decision makers within your industry.

FireNZ have developed a series of sponsorship opportunities offering different ways in which you can increase awareness of your company to each delegate.

Should you wish to have a sponsorship package, please complete the exhibitor application form.

We are happy to discuss variations to the sponsorship packages below, or new sponsorship ideas/proposals.

Please contact the FPANZ on (09) 414 4450 or email [fpanz@fireprotection.org.nz](mailto:fpanz@fireprotection.org.nz)

## PLATINUM SPONSORSHIP

\$16,000 +GST

### Package Includes:

- 2 x Premium Corner Stands
- 4 x 2-day conference passes
- 1 x Corporate Gala Dinner Table
- 30 minute speaking slot at the conference
- Printing and logos to be displayed at the conference, printed on the conference registration brochure and displayed on the website
- Full page advertisement in the September issue of FireNZ Magazine
- 1x10 minute networking speaking slot at the conference for a advertorial presentation to promote your business interest or a Fire related issue

## GOLD SPONSORSHIP

\$12,500 +GST

### Package Includes:

- 2 x Premium Corner Stands
- 2 x Full conference passes
- Half page advert in the September issue of FireNZ Magazine
- 1x10 minute networking speaking slot at the conference for a advertorial presentation to promote your business interest or a Fire related issue
- Company logo printed in conference registration brochure and displayed on the website and promotional banners

## SILVER SPONSORSHIP

\$6,000 +GST

### Package Includes:

- 1 x Premium Enclosed Stand
- 1 x Full conference pass
- Company logo printed in conference registration brochure and displayed on the website and promotional banners

## BRONZE SPONSORSHIP

\$3,000 +GST

### Package Includes:

- 2 x Full conference Passes
- Logos printed on all advertising materials
- 1/8 Page of advertising in the September issue of FireNZ magazine

### CONFERENCE BAG SPONSORSHIP

\$10,000 +GST

#### Package Includes:

- Bags
- Logo printed on delegate bags
- 2 x full conference passes

### FireNZ CAFETERIA

\$9,000 +GST

#### Package Includes:

- Café & Seating
- 2 x full conference passes
- Printed logos and on all advertising materials
- Full signage naming rights

### GALA DINNER EVENT SPONSORSHIP

\$7,000 +GST

#### Package Includes:

- Dinner table for 8
- Printed logos and on all advertising materials
- 1x Printed banner at the Dinner

### PRESIDENTS DINNER SPONSORSHIP

\$5,000 +GST

#### Package Includes:

- 2x Dinner Tickets
- Printed logos and on all advertising materials
- 1x Printed banner at the Dinner

### ID LANYARD SPONSORSHIP

\$5,000 +GST

#### Package Includes:

- 250x Lanyards
- 2x Dinner Tickets
- Printed logos on all lanyards and on all advertising materials

### CAREERS DAY AFTERNOON TEA

\$4,000 +GST

#### Package Includes:

- Naming rights
- Printed logos on all advertising materials

### WIFI SPONSORSHIP

\$4,500 +GST

#### Package Includes:

- Logos on landing page
- Marketing product opportunity
- 2x Dinner Tickets

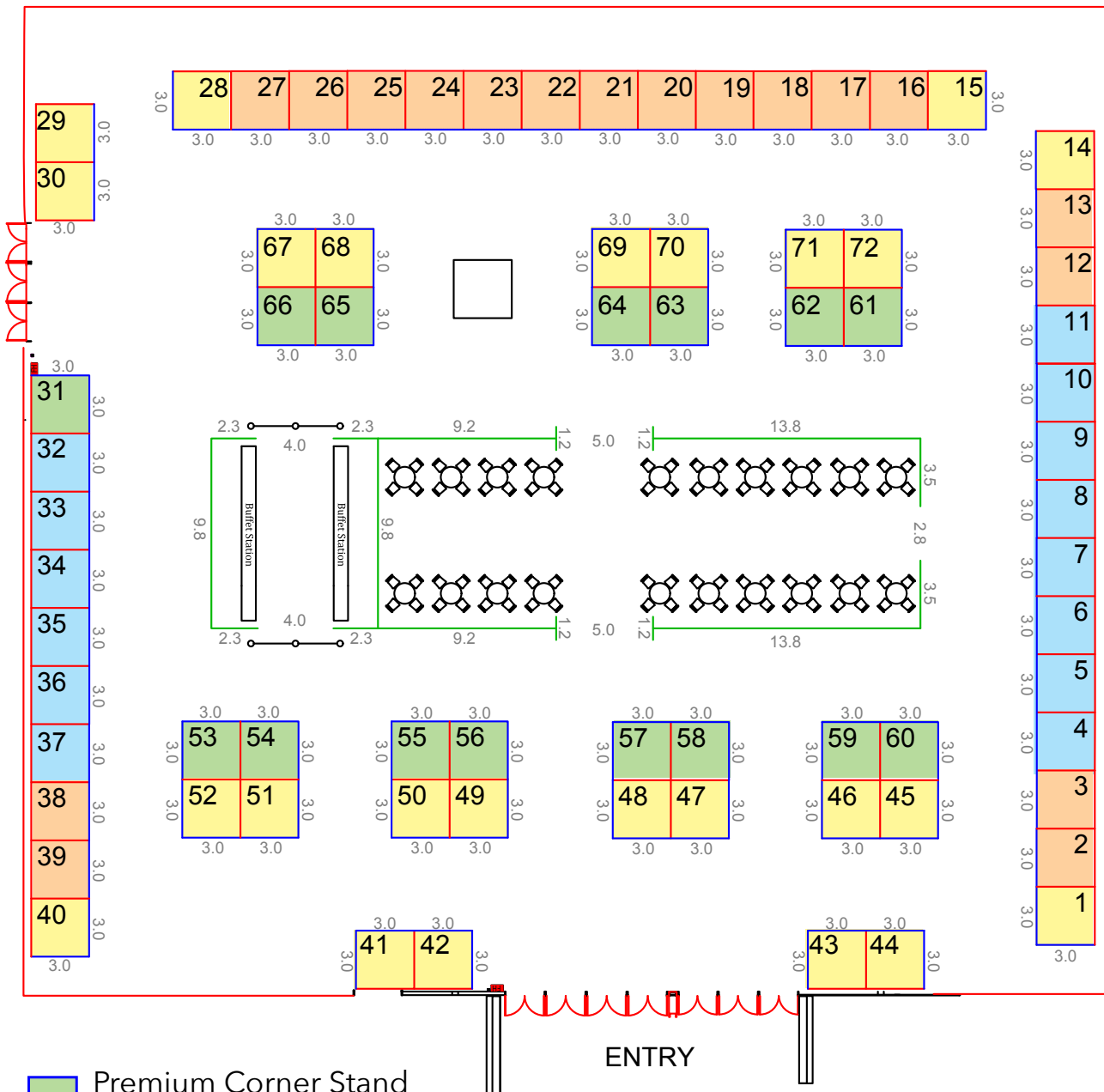
### GIFT SPONSORSHIP

\$3,500 +GST

#### Package Includes:

- 2x Dinner Tickets
- Printed logos and on all gifts

# EXHIBITION FLOOR PLAN



- Premium Corner Stand  
\$3500
- Premium Enclosed Stand  
\$3000
- Standard Corner Stand  
\$2700
- Standard Enclosed Stand  
\$2500

## Exhibitor Application Form

Contact Name: \_\_\_\_\_ Order No. \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Invoice Address: \_\_\_\_\_  
 State/City: \_\_\_\_\_ Postcode: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Application to Exhibit

Number of Stands Required: \_\_\_\_\_

Prices are exclusive of GST

- ☐ Premium Corner Stand Price 3m x 3m .....\$3,500  
☐ Premium Enclosed Stand Price 3m x 3m.....\$3,000  
☐ Standard Corner Stand Price 3m x 3m .....\$2,700  
☐ Standard Enclosed Stand Price 3m x 3m .....\$2,500  
☐ Stand Upgrade Package (per stand)..... \$500

Membership discounts apply: ☐

- FPANZ** ☐ Platinum Members .... 15% ☐ **IFE** Members ..... 5%  
☐ Gold Members..... 10% **SFPE** Members ... 5%  
☐ Silver Members..... 10%  
☐ Bronze Members ..... 5%

Note: The member price applies to FPANZ, IFE and SFPE only.

Preferred stand locations as indicated on the enclosed floor plan in order of preference. \_\_\_\_\_

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

3rd: \_\_\_\_\_ 4th: \_\_\_\_\_

Number of Trestle Tables Required: \_\_\_\_\_

Names of Representatives on Site:

(1): \_\_\_\_\_

(2): \_\_\_\_\_

☐ Additional person on the stand \$100 per day

**CANCELLATION POLICY** - I understand that in the event of the cancellation of my stand, monies paid will not be refunded unless all the available exhibition space is sold. Any application refunds will not be processed until after the conclusion of the conference. In the event that the balance payment is not paid by the due date, the organisers may cancel my stand and a refund will only be payable if all exhibition space is sold.

**TERMS AND CONDITIONS** - Completion of this application form is an acceptance of the FireNZ 2017 Exhibitor Terms and Conditions. I understand that exhibition space and sponsorship packages will only be allocated upon receipt of application and deposit monies and that the organiser's decision is final.

I understand that stand space and sponsorship packages will be allocated by FPANZ/IFE/SFPE as set out in the Stand Allocation procedure and the organisers' decision will be final. Should the exhibition floor plan require expansion or retraction, the organisers have the right to make necessary changes.

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

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

### Sponsorship Packages

If you would like to take advantage of one of the sponsorship packages offered in this prospectus then please tick your choice below.

- ☐ **Platinum Sponsor Package** .....\$16,000 +GST  
☐ **Gold Sponsor Package** .....\$12,500 +GST  
☐ **Silver Sponsor Package** .....\$6,000 +GST  
☐ **Bronze Sponsor Package** .....\$3,000 +GST  
☐ **Conference Bag Sponsorship** .....\$10,000 +GST  
☐ **FireNZ Cafeteria** .....\$9,000 +GST  
☐ **Gala Dinner Event Sponsorship** .....\$7,000 +GST  
☐ **ID Lanyard Sponsorship** .....\$5,000 +GST  
☐ **Presidents Dinner Event Sponsorship** ..\$5,000 +GST  
☐ **Gift Sponsorship** .....\$3,500 +GST  
☐ **Careers Day Afternoon Tea** .....\$4,000 +GST  
☐ **Wifi Sponsorship** .....\$4,500 +GST

### Payment Method

**50% Deposit with Application. Balance Due 20th September 2017.** Payments may be made online, by cheque, or by credit card (Visa and Mastercard only).

Please tick the payment method:

- ☐ **Cheque:** \$ \_\_\_\_\_  
☐ **Online:** Fire Protection Association NZ Inc.  
 Bank: Westpac Banking Corporation  
 Account No: 03-0243-0160041-000  
 Particulars: FireNZ Exhibitor (please quote with payment)  
☐ **Credit Card Payment:** ☐ Visa ☐ Mastercard

Card Number: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Expiry Date: \_\_\_\_ / \_\_\_\_

Security Pin:





**FireNZ Conference Organiser**  
c/- Fire Protection Association NZ  
132 Hurstmere Road, Takapuna, Auckland  
Private Box 302-372, North Harbour, Auckland  
Ph: (09) 414 4450 | Email: [fpanz@fireprotection.org.nz](mailto:fpanz@fireprotection.org.nz)