



GEARING UP CONFERENCE 2019



INDUSTRY CONFERENCE & DINNER | 23 AUGUST 2019 | RYDGES HOTEL, WELLINGTON

Sponsorship Packages

*We are delighted to announce our inaugural TAMA conference, **Gearing Up**, which is taking place on 23 August. We need your organisation's support to make this a conference to remember.*

OUR INDUSTRY

The tractors and machinery our members sell and maintain literally keep the wheels of our agricultural sector turning. Our machines are one of the largest equipment investments a farmer will make.

TAMA represents the entire industry including importers, manufacturers and retailers. Our strength lies in taking a unified stand for our members on industry issues and so ensuring all members' voices are heard.

Following feedback from members that we have much to share and learn from each other, we are hosting our inaugural conference on Friday 23 August 2019.

CONFERENCE TOPICS WILL INCLUDE:

- ▶ The economic forecast for our sector
- ▶ How to create more value in your business
- ▶ Insights on the potential of technology to transform our industry and businesses
- ▶ The staff skills and training needed for a new high-tech environment
- ▶ Measuring return on investment for marketing campaigns in today's media environment

BENEFITS OF BEING A CONFERENCE SPONSOR

The inaugural TAMA conference is your opportunity to connect with the leaders and decision makers of New Zealand's tractor and machinery sector. Meet agriculture manufacturers, importers and suppliers of components and units.

We hope you can join us to explore the future of our industry and how we need to gear up for the future.

Sponsorship Packages

PRINCIPAL SPONSOR

- ▶ Company name and logo in all publicity as Principal Sponsor
- ▶ Company name and logo on programme and dinner tickets
- ▶ Promotional materials distributed to attendees
- ▶ Naming rights at the dinner
- ▶ Branding prominently displayed at the conference and the dinner
- ▶ Branded table centre pieces at the dinner
- ▶ Speaking opportunity (5 minutes) at the dinner
- ▶ 2 free registrations to conference
- ▶ 4 tickets to dinner valued at \$100 each incl. GST
- ▶ Trade display space of approx 3m x 2m
- ▶ Complimentary access to conference attendee contact details

Investment:
\$10,000
plus GST

SUPPORTING SPONSORS (3)

- ▶ Name associated with all publicity
- ▶ Promotional materials distributed to attendees
- ▶ Recognition as supporting sponsor at the conference and the dinner
- ▶ Recognition as supporting sponsor in the programme
- ▶ 1 free registration to the conference
- ▶ 2 free tickets to dinner valued at \$100 each incl. GST
- ▶ Trade display space of 3m x 2m approx
- ▶ Complimentary access to conference attendee contact details

Investment:
\$5,000
plus GST

KEYNOTE SPEAKER – CAMERON BAGRIE SPONSOR (1)

- ▶ Name associated with all publicity
- ▶ Promotional materials distributed to attendees
- ▶ Recognition as speaker sponsor in the programme
- ▶ 1 free registration to the conference
- ▶ Complimentary access to conference attendee contact details

Investment:
\$3,000
plus GST

AFTER DINNER SPEAKER – PATRICK GOWER SPONSOR

- ▶ Name associated with all publicity
- ▶ Promotional materials distributed to attendees
- ▶ Recognition as speaker sponsor in the programme
- ▶ 1 free registration to the conference
- ▶ Complimentary access to conference attendee contact details

Investment:
\$3,000
plus GST

LUNCH SPONSOR (1)

- ▶ Name associated with all publicity
- ▶ Name on lunch tables
- ▶ Recognition as a sponsor in the programme
- ▶ Complimentary access to conference attendees contact details

Investment:
\$2,000
plus GST

MORNING AND AFTERNOON TEA SPONSORS (2)

- ▶ Name associated with all publicity
- ▶ Name on morning/afternoon tea tables
- ▶ Recognition as a sponsor in the programme

Investment:
\$1,000
plus GST

AS A SPONSOR YOU WILL REACH:

- ▶ Tractor and machinery industry leaders and their staff
- ▶ Delegates of the New Zealand Government with an interest in the primary sector
- ▶ Supporting industry partners and suppliers

YOUR BENEFITS AS A SPONSOR AT A GLANCE

- ▶ Differentiation from your competitors
- ▶ Long-term image and competence positioning in your target group
- ▶ High profile presentation of your products and services
- ▶ Opportunity to meet one-on-one with our sector's technical decision makers who you can't reach with traditional advertising.

To discuss sponsorship in more detail, contact:

Ron Gall

rongall@tama.org.nz | 027 446 6838