



## SPONSORSHIP OPPORTUNITIES

### 20-21 November 2024

### Claudelands, Hamilton

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## **NEW ZEALAND'S LARGEST ROADING INDUSTRY CONFERENCE**

**A two-day conference and exhibition that provides a forum for strategy and execution in the New Zealand roading industry.**



### **MESSAGE FROM INFRASTRUCTURE NEW ZEALAND**

*Infrastructure New Zealand is proud to support the 2024 Future Roads conference. INZ recognises the roading network's important contribution to New Zealand's productivity and wider transport system. Our team looks forward to engaging with this year's conference as our sector discusses and debates the future of New Zealand's roads in the face of climate change and other pressing challenges. See you there.*

**Nick Leggett, chief executive officer – Infrastructure New Zealand**



### **MESSAGE FROM CIVIL CONTRACTORS NEW ZEALAND**

*Civil Contractors New Zealand has represented New Zealand's road construction companies since 1944, and is proud to support the 2024 Future Roads conference. The contracting community plays a vital role in the development, construction and maintenance of New Zealand's roading network – on both state highways and local roads. Future Roads provides a great forum to discuss ideas for how we can progress the country's roading networks, together. I look forward to seeing you there.*

**Alan Pollard, chief executive officer – Civil Contractors New Zealand**

### **WHO ATTENDED IN 2023**

- *Asset owners including Waka Kotahi NZ Transport Agency, regional and district road owners including councils, roading alliances and joint venture partnerships*
- *Roading constructors and maintenance contractors*
- *Service and supply side providers including professional services, equipment providers, engineering, health & safety, environmental consultancies*
- *Aggregate producers and the bitumen, concrete, cement and asphalt supply chain*
- *Regulators*
- *The roading technology sector*

## ABOUT FUTURE ROADS

Future Roads is the premier event for the New Zealand roading industry, bringing together road owners, influencers and decision makers.

### KEY THEMES

#### Leadership and government strategy

- *Waka Kotahi direction and overall government policy around roading*
- *Government funding and financing options*
- *Iwi investment and partnering in roading*
- *Network design*
- *Regulation*

#### Procurement

- *Contract models*
- *Social procurement*
- *Standards and consistency*
- *Sustainability responsibilities – contractor or owner*
- *The role of consultants and contractors*
- *Understanding and overcoming constraints in procurement processes*

#### Network future-proofing

- *Designing your roading network to withstand changes in climate*
- *Water-proofing and drainage considerations*
- *Re-sealing techniques*
- *The question around managed retreat*

#### Technology

- *Future technologies around road construction and maintenance*
- *International developments in roading technology*
- *Asphalt and bitumen plant technology*
- *Pavement design technologies*
- *R & D*

#### Materials

- *Near sourcing*
- *Aggregate supply and specification*
- *The supply of bitumen and asphalt*
- *Recycled materials*

#### Smart Traffic Signal Technologies and Control Centres

- *Developments in new signals technologies*
- *Wireless systems around cameras and radars*
- *Traffic monitoring and use of data*

### WHY SPONSOR

**Associate your brand and organisation with the key players in the roading sector**

#### Showcase your products and services

*Exhibition packages offer an opportunity to provide a physical presence for your people, products and services. They also provide a great networking hub*

#### Support and solidify your commitment to the industry

*Industry events only occur with the support of sponsors*

#### Amplify your brand amongst your staff and target employees

*Whether you're looking for new staff or strengthening your retention proposition, sponsoring a conference adds confidence to your organisation*



# Future Roads

The New Zealand roading industry conference

## 2023 SPONSORS

Platinum sponsor

**MIMICO**  
EQUIPPING YOUR SUCCESS SINCE 1989

Gold sponsor

**concretenz**  
BUILDING RESILIENCE



Exhibitors



Supporting associations



Supporting media

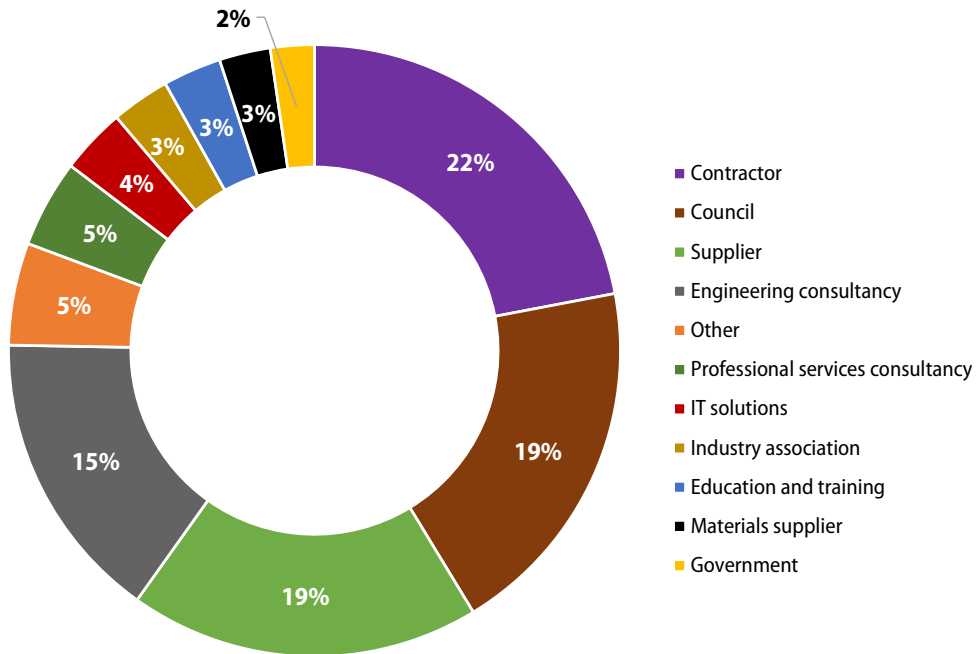


## A SNAPSHOT OF OUR DATABASE AND WHO ATTENDED IN 2023

- A S Harrison
- ACO
- Addinsight
- AECOM
- Align
- American Concrete Pavement Association
- AQA
- Aquamax
- Arup NZ
- Ashburton District Council
- Auckland Transport
- Aurecon
- BATT Lab
- Beca
- Bloxam, Burnett & Olliver
- BTW Company
- Buddle Findlay
- CablePrice
- Carterton District Council
- Chorus
- Christchurch City Council
- Cirtex
- Civil Contractors New Zealand
- Concrete NZ
- CSL Infrastructure
- CSP
- Damar Industries
- Directionz
- Downer
- Dynapac
- Eco Maintenance
- Edin
- Far North District Council
- Firth
- Fliegal Baukom
- Fulton Hogan
- GeoStablization NZ
- Geovert
- GHD
- GR Webb Consulting
- Graymont
- Green Signal
- Grey District Council
- Hamilton City Council
- Hastings District Council
- HEB Construction
- HG Leach
- Higgins
- Hiway Stabilizers
- Holcim
- Hutt City Council
- Hynds PKS
- Ibex Lighting
- IMPAC
- Inforce Global
- Infrastructure New Zealand
- Ingal Civil
- Inside Resources
- Isaac
- Jacobs
- Jaybro
- John Fillmore Contracting
- Kaipara
- Kaipara District Council
- Macrebur (Solution SE)
- Marlborough District Council
- MIMICO
- MinEx
- Ministry of Social Development
- Mott McDonald
- Mountain VR
- Napier City Council
- National Transport Research Organisation
- New Plymouth District Council
- Northland Regional Council
- Northland Transportation Alliance
- NZ Procurement and Probity Services
- Omahina Consulting
- P&F Global
- Parallax
- Pim Borren & Associates
- Precise
- Prime Pump
- Pro-Manage Consulting
- Prospect Consulting
- Quality Roading and Services (Wairoa)
- Queensland Reconstruction Authority
- Queenstown Lakes District Council
- RCP
- Reveal
- Road Science
- Rodney Aggregates Supplies
- Rolco
- Rotomara Holdings
- Rotorua Lakes Council
- SICE
- Simple Business
- SNUG
- Sripath Technologies
- Stantec
- Tauranga City Council
- TDRI Solutions
- Terra Cat
- Tonkin + Taylor
- Transporting NZ
- Transquip
- Uber
- UDINZ
- Vanguard
- Ventia
- Victoria University Wellington
- VMG Connect
- Waikato District Council
- Waimate District Council
- Waiotahi Contractors
- Wairoa District Council
- Waitaki District Council
- Waka Kotahi
- Waters and Farr
- Wellington City Council
- Western Bay of Plenty District Council
- Whakatane District Council
- Whitestone Contracting
- Winstone Aggregates
- WSP
- Youngman Richardson

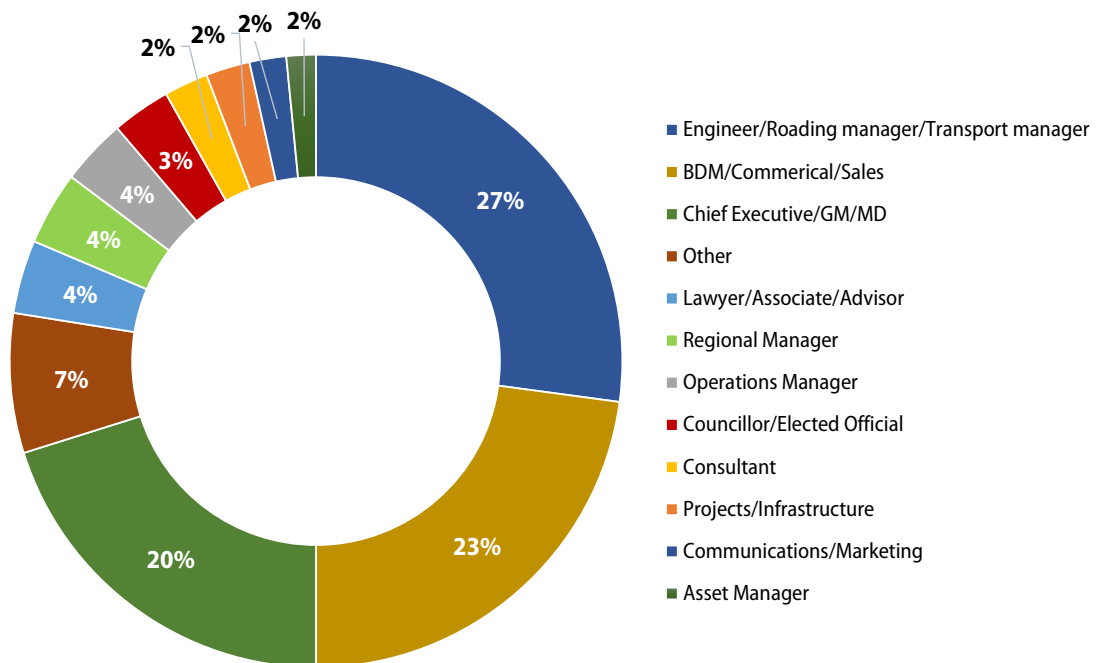
**DELEGATES BY ORGANISATION TYPE**

From 127 organisations



**DELEGATES BY JOB TITLE**

259 Attendees



## MARKETING

### Sponsors of Future Roads will receive a complete branding and networking activation package in the lead-up to, at the event, and also post event.

Sponsors will benefit from brand placement in direct marketing material in the lead-up to the event, including on the popular event mobile app.

Afterwards, a full online showcase of the event will highlight presentations.

#### Direct promotion



**Direct marketing campaigns**  
Targeted email newsletters to  
Freeman opt-in database



**Hard copy marketing campaigns**  
\*2400+ mailed programmes



**Partner association**  
Promotion via our supporting  
association network

#### Your online profile



**Sponsor profile on website**



**Sponsor profile on mobile app**



**Online advertising on *Inside Resources* and selected association websites**

#### Event live and showcase



**Audio-visual show and static banner displays**



**Media coverage – social media channels and *Inside Resources***



**Content available on event website for future consumption**

## ABOUT FREEMAN

Freeman is a Wellington-based information services provider established in 2002.

It owns online industry publications *Energy News*, *Inside Resources* and *Capital Letter*.

*Inside Resources* serves the extractives industries and provides roading sector coverage as it relates to the aggregates, concrete, contracting and cement industries. Freeman publishes the popular quarry and roading infomaps.

It runs the large format Downstream energy conference, and the high profile New Zealand Energy Excellence Awards. Other events include the Emissions Workshop and Energy Trader Forum.

It employs 24 full-time equivalent staff.

**DOWNSTREAM**





## OPPORTUNITY OVERVIEW

	Opportunities available	Rate (\$) ex GST	Delegate passes	Dinner tickets	Exhibition booth	Insert in delegate bag / seat drop	Delegate list	Banner ad on App	Profile on website	Profile on App
<b>HIGH PROFILE OPPORTUNITIES</b>										
<b>DIAMOND</b>	1	35,000	10	10	Double	✓	✓	✓	✓	✓
<b>PLATINUM</b>	3	25,000	5	5	Double	✓	✓	✓	✓	✓
<b>CONFERENCE DINNER</b>	1	15,000	2	10	Single	✓	✓	✓	✓	✓
<b>GOLD</b>	7	10,000	2	2		✓	✓	✓	✓	✓
<b>HOSTING OPPORTUNITIES</b>										
<b>NETWORKING DRINKS</b>	1	8500	1						✓	✓
<b>MORNING / AFTERNOON TEA</b>	2	4500	1						✓	✓
<b>LUNCH</b>	1	4500	1						✓	✓
<b>MORNING JUICE BAR</b>	1	4500	1						✓	✓
<b>RECHARGE ZONE</b>	1	9000	2	3		✓		✓	✓	✓
<b>ROUND TABLE</b>	1	4000	1						✓	✓
<b>VIP DINNER</b>	SOLD	10,000	1						✓	✓
<b>RISING STAR AWARD</b>	1	5000	1	1			✓	✓	✓	✓
<b>EXHIBITION</b>										
<b>LARGE EQUIPMENT</b>	6	6000	2		Single				✓	✓
<b>BOOTH – SINGLE</b>	1	4000	2		Single				✓	✓
<b>BOOTH – DOUBLE</b>	1	8000	4		Double				✓	✓
<b>BARISTA SPONSOR</b>	1	10,000	1		Single				✓	✓
<b>EXPO THEATRE</b>	4	5000	1				✓	✓	✓	✓
<b>WATER SPONSOR</b>	SOLD	3000	1						✓	✓
<b>START-UP INNOVATION HUB</b>	3	2500	2		Stand				✓	✓
<b>MERCHANDISING OPPORTUNITIES</b>										
<b>BAGS</b>	1	5000	1			✓			✓	✓
<b>APP SPONSOR</b>	1	4000	1						✓	✓
<b>LANYARDS</b>	SOLD	3000							✓	✓
<b>PENS, NOTEPADS, USBS ETC.</b>	1	1500							✓	✓



# HIGH PROFILE OPPORTUNITIES

*Diamond sponsorship of Future Roads will get you the highest level of exposure at any event for the New Zealand roading industry.*

*This sponsorship is designed to market your brand as a responsible operator, and an employer of choice. The Diamond Sponsor will be a key player and market leader within the New Zealand roading industry, and this sponsorship recognises that fact.*

**PRE-EVENT PROMOTION**

- Your brand promoted extensively through all marketing activity during the build-up
- Recognition as a Lead Sponsor on all relevant collateral
- Front page inclusion for your brand on the event brochure
- Logo recognition and company profile within the event website with a reciprocal link

**AT THE EVENT**

- Main plenary address spot (up to 25 minutes)
- Priority mobile app banner placement and app profile
- Recognition as a Lead Sponsor at the event visibly and by the MC
- Double booth space in the exhibition hall with opportunity to have a space in a high footfall area for product demonstration / promotion of a key piece of equipment (exact size of space will be determined by the size of your equipment)
- Logo inclusion in key sponsor group
- Voiceover mention in key sponsor group
- Opportunity to introduce a panel or keynote speaker
- 10 delegate passes
- Table for 10 at the Future Roads Dinner with branding
- Ability to provide inserts in the delegate bag / seat drop

**POST EVENT**

- Delegate list (subject to privacy laws)
- Post event feedback report with marketing metrics sent to you for campaign analysis

**Investment: \$35,000**



*For illustrative purposes only*



*The Future Roads Conference Dinner is the highest profile networking event of the conference. Sponsoring the dinner is a fantastic opportunity to get your branding out there and host a selection of guests at the top table, or multiple tables.*

*The exclusive Conference Dinner Sponsor receives an opportunity to address the audience, and this event receives additional promotion over and above the standard Future Roads marketing.*



**PRE-EVENT PROMOTION**

- *Your brand promoted extensively through all marketing activity during the build-up*
- *Recognition as the Conference Dinner Sponsor on all relevant collateral*
- *Front page inclusion for your brand on the event brochure*
- *Logo recognition and company profile within the event website with a reciprocal link*

**AT THE DINNER**

- *Prominent branding at the dinner*
- *Corporate table for 10 at the dinner*
- *Opportunity for a key company executive to provide an address at the dinner for a maximum of 10 minutes before the entertainment or guest speaker*
- *Ability to show a promotional video at the dinner (up to 120 seconds) for product demonstration*
- *Mobile app banner placement and app profile*
- *Recognition as the Dinner Sponsor at the Conference and the dinner visibly and by the MC*
- *Opportunity to provide a branded gift to attendees*
- *Opportunity to provide table displays*

**POST EVENT**

- *Delegate list (subject to privacy laws)*
- *Post event feedback report with marketing metrics sent to you for campaign analysis*

**Investment: \$15,000**

**AT THE CONFERENCE**

- *Single booth space in the exhibition hall with opportunity for the sponsor to have a key space in a high footfall area*
- *Two delegate passes*
- *Ability to provide inserts in the delegate bag / seat drop*
- *Logo inclusion in key sponsor group*
- *Voiceover mention in key sponsor group*

Platinum sponsorship of Future Roads will provide high level branding and exposure, only behind the Diamond Sponsor in terms of prominence. This sponsorship opportunity is aimed at companies who want to support the event and promote themselves as market-leading companies within the New Zealand roading industry.

**PRE-EVENT PROMOTION**

- Your brand promoted extensively through all marketing activity during the build-up
- Recognition as a Platinum Sponsor on all relevant collateral
- Front page inclusion for your brand on the event brochure
- Logo recognition and company profile within the event website with a reciprocal link

**AT THE EVENT**

- Logo inclusion in key sponsor group
- Voiceover mention in key sponsor group
- Mobile app banner placement and app profile
- Recognition as a Platinum Sponsor at the event visibly and by the MC
- Double booth space in the exhibition hall with opportunity to have a space in a high footfall area for product demonstration / promotion of a key piece of equipment (exact size of space will be determined by the size of your equipment)
- Large equipment display area in exhibition area
- Five delegate passes
- Five tickets for Future Roads Dinner
- Ability to provide inserts in the delegate bag / seat drop

**POST EVENT**

- Delegate list (subject to privacy laws)
- Post event feedback report with marketing metrics sent to you for campaign analysis

**Investment: \$25,000**



Gold sponsorship at Future Roads is for those companies wanting a turn-key branding presence and associated inclusions without an exhibition hall presence.

### PRE-EVENT PROMOTION

- Your brand promoted extensively through all marketing activity during the build-up
- Recognition as a Gold Sponsor on all relevant collateral
- Logo recognition and company profile within the event website with a reciprocal link

### AT THE EVENT

- Logo inclusion in key sponsor group
- Voiceover mention in key sponsor group
- Mobile app banner placement and app profile
- Recognition as a Gold Sponsor at the event visibly
- Two delegate passes
- Two tickets for the Future Roads Dinner
- Ability to provide inserts in the delegate bag / seat drop

### POST EVENT

- Delegate list (subject to privacy laws)
- Post event feedback report with marketing metrics sent to you for campaign analysis

**Investment: \$10,000**





# HOSTING OPPORTUNITIES

The Recharge Zone is a branded area within the main exhibition hall which delegates will be able to use to catch up on any work whilst at Future Roads. Within this area there will be 'hot desks' and charging points for mobiles, laptops etc.

## PRE-EVENT PROMOTION

- Your brand promoted extensively through all marketing activity during the build-up as the Recharge Zone Sponsor
- Recognition as the Recharge Zone Sponsor on all relevant collateral
- Logo recognition and company profile within the event website with a reciprocal link

## AT THE EVENT

- Logo inclusion in key sponsor group
- Naming rights to the Zone – "The XYZ Recharge Zone"
- The equivalent of 3 exhibition booths in which the Recharge Zone will be situated
- Voiceover mention in key sponsor group
- Mobile app banner placement and app profile
- Recognition as the Recharge Zone Sponsor at the event visibly and by the MC
- Two delegate passes
- Three tickets for the Future Roads Dinner
- Ability to provide inserts in the delegate bag / seat drop

## POST EVENT

- Post event feedback report with marketing metrics sent to you for campaign analysis

**Investment: \$9000**





**Bring a more discerning topic to a smaller group of decision-makers**

*Approximately fifteen facilitated Round Table discussions will be held simultaneously during one of the sessions in main plenary on day two. Each Round Table will cover a different subject which will be determined by the organisers. There are a limited number of opportunities to sponsor a Round Table and lead one of these discussions.*

**PRE-EVENT PROMOTION**

- Logo association with extensive promotion throughout the duration of the Future Roads marketing campaign
- Recognition as a Round Table Sponsor
- Logo recognition within the event website with a reciprocal link

**AT THE EVENT**

- Opportunity to host 1 x 45-minute roundtable session attracting 9 delegates per session. If oversubscribed we can expand to multiple tables
- Topics for roundtable sessions can be developed by the sponsors
- Opportunity to use an industry expert (sponsor host) to facilitate the roundtable discussions.
- Roundtables are designed to enable facilitator-led peer to peer discussion. No AV presentations will be permitted; however, white papers and other information may be handed out as collateral before or after the discussion
- Opportunity to provide corporate gift/takeaways
- Company logo on screen at commencement of the Round Table
- One all-access pass (dinner excluded) Facilitator is included in the staff allocation and passes are not able to be split

*Please note all roundtable facilitators, discussion topic, branding and format subject to approval by organisers.*

**POST EVENT**

- List of roundtable attendees provided
- Post event feedback report

**Investment: \$4000**



## NETWORKING DRINKS SPONSOR

ONE AVAILABLE

This event kicks off at the end of the first day of the conference, and leads into the Future Roads Dinner. The networking drinks are a chance to relax at the end of the first day, and network with your fellow attendees. The sponsor of this event has the opportunity to say a few words about their organisation as part of the function. The Networking Drinks will be branded with the sponsor's logo around the whole room.

### PRE-EVENT PROMOTION

- Recognition as the Networking Drinks Sponsor on all relevant collateral
- Logo recognition and company profile within the event website with a reciprocal link

### AT THE EVENT

- Recognition as the Networking Drinks Sponsor at the event visibly and by the MC
- Opportunity to address the audience for up to 10 minutes
- One delegate pass
- Mobile app organisation profile

**Investment: \$8500**



## VIP DINNER SPONSOR

The VIP Dinner is an exclusive opportunity to network with major influencers in the roading industry in an intimate and relaxed setting. The dinner boasts a high-profile guest list, including the Minister of Transport, and other leaders from around the sector. With numbers capped at twenty, you can guarantee plenty of networking time with the attendees.

This exclusive opportunity is offered on application only.

Freeman will manage the entire event, so you can join in on the discussions that could shape the future of roading in New Zealand.

### PRE-EVENT PROMOTION

- Recognition as the respective VIP Dinner Sponsor on all relevant collateral
- Naming rights of the VIP Dinner
- Logo recognition and company profile within the event website with a reciprocal link
- Inclusion of the sponsor logo on the printed menu
- Run-of-room branding in agreement with the organiser

### AT THE EVENT

- Mobile app organisation profile
- One complimentary delegate pass for the Conference
- Two invitations for you and your staff to the dinner

**Investment: \$10,000**



Use your brand to lead the support and the recognition of young talent in the New Zealand roading sector by sponsoring the Rising Star Award. This award is for the standout person aged under 40 in the New Zealand roading sector, defined by their achievements during their career to-date. It is awarded annually.

### PRE-EVENT PROMOTION

- Your brand promoted extensively through all marketing activity during the build-up as the Rising Star Award Sponsor
- Recognition as the Rising Star Award Sponsor on all relevant collateral
- Organisation branding and profile on [www.futureroads.co.nz](http://www.futureroads.co.nz)

### AT THE EVENT

- Logo inclusion in key sponsor group
- Voiceover mention in key sponsor group
- Mobile App banner placement and App profile
- 30 second promotional video to run before the award is announced
- Opportunity for someone from the organisation to announce the award
- Recognition as the Rising Star Award at the event visibly and by the MC
- One delegate pass including dinner
- Ability to provide inserts in the delegate bag

### POST-EVENT

- Delegate list (subject to privacy laws)

**Investment: \$5000**



*Ability to sponsor and brand the lunch and/or the tea breaks on either day. Coordinate this with another sponsorship opportunity or use it as a stand-alone branding exercise. Sponsor a day's morning and afternoon breaks, or the lunch to show your support of the industry participants. Brand the networking/catering space for increased prominence.*

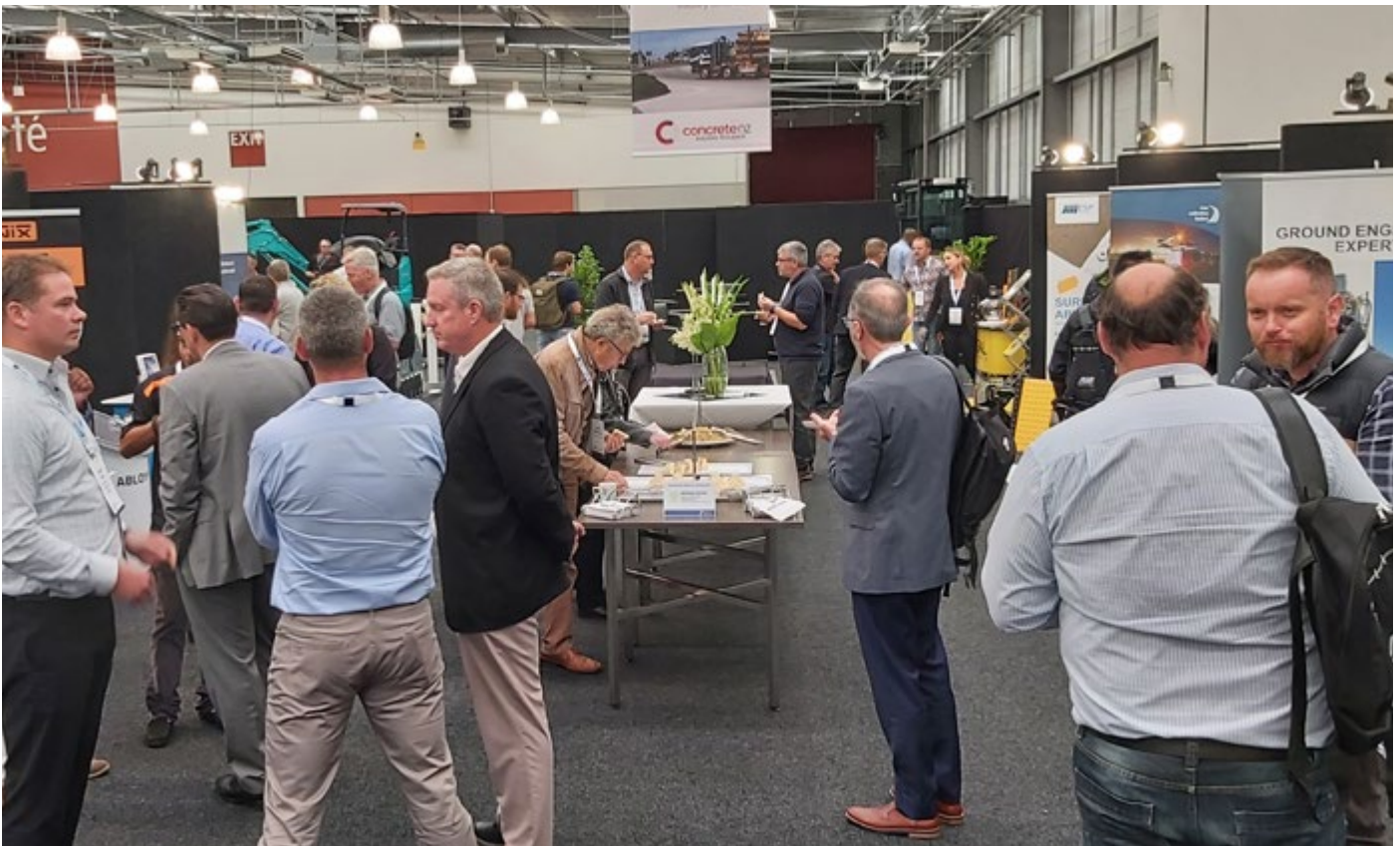
## PRE-EVENT PROMOTION

- Recognition as the respective Refreshment Break Sponsor on all relevant collateral
- Logo recognition and company profile within the event website with a reciprocal link

## AT THE EVENT

- Recognition as the respective Refreshment Break Sponsor at the event visibly and by the MC
- Branding of the refreshment tables and area
- Audio visual branding on all relevant screens during your sponsored break
- One delegate pass
- Mobile app organisation profile

**Investment: \$4500**





# MERCHANDISE / BRANDING OPPORTUNITIES

## MOBILE APP SPONSOR

ONE AVAILABLE

*Gone are the days of printing programmes and delegate lists, everything is available on the app. Place your brand here to be top-of-mind when delegates are browsing and networking online.*

### PRE-EVENT PROMOTION

- *Your brand promoted extensively through all marketing activity in the build-up*
- *Recognition as the Future Roads App Sponsor*
- *Logo recognition and company profile within the event website with a reciprocal link*

### AT THE EVENT

- *One delegate pass to the conference*
- *Mobile app organisation profile*

**Investment: \$4000**



## BAGS

ONE AVAILABLE

*The Future Roads delegate bags are given to all delegates, media, and students who attend the summit. This branding opportunity features prominently both at the event itself, and in the months after as people continue to use their bags.*

### PRE-EVENT PROMOTION

- *Opportunity to brand conference bags exclusively*
- *Opportunity to discuss range of bag options – price dependent on available bag numbers*
- *Logo recognition and company profile within the event website with a reciprocal link*

### AT THE EVENT

- *One delegate pass*
- *Mobile app organisation profile*
- *Insert into delegate bag*

**Investment: \$5000**



## LANYARDS

Ability to provide branded lanyards that are required to be worn at all times by conference delegates in the conference venue. The lanyards feature prominently in the photos of the event including on the panellists and keynote speakers.

### PRE-EVENT PROMOTION

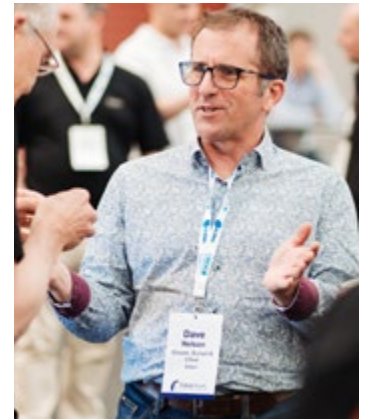
- Logo recognition and company profile within the event website with a reciprocal link

### AT THE EVENT

- Ability to provide branded lanyards
- Mobile app organisation profile

\*This sponsorship category does not include a delegate pass

**Investment: \$3000**



## OTHER MERCHANDISE OPTIONS

ONE OF EACH AVAILABLE

Ability to provide branded notepads that are placed into all delegate bags and can be seat-dropped onto the tables. The notepads feature prominently in front of the delegates and are a great way to get your branding and message in front of all the attendees. Pair this opportunity with the pens for a double-dose of impact.

### PRE-EVENT PROMOTION

- Logo recognition and company profile within the event website with a reciprocal link

### AT THE EVENT

- Pens, notepads, USBs etc.
- Mobile app organisation profile

\*This sponsorship category does not include a delegate pass

**Investment: \$1500**





# EXHIBITION OPPORTUNITIES



*This opportunity will allow companies to showcase their equipment whilst also having a single exhibition booth. Each request will be looked at on a case by case basis as we will have to verify with the venue that it is possible to bring in each piece of equipment based on its height, width and weight. This is a great way to drive a static branding campaign into the Exhibition Hall for delegates to see.*

### PRE-EVENT PROMOTION

- Recognition as an Exhibitor on all relevant collateral
- Logo recognition and company profile within the event website with a reciprocal link

### AT THE EVENT

- A single booth space (3 x 1.8m) with walls, power, lighting, a table and chairs
- Two delegate passes
- Mobile app organisation profile
- Ability to programme hands-on activities, competitions and prize draws

**Investment: \$6000**



## EXHIBITION BOOTHS

Being an exhibitor at Future Roads gives you your own space to meet and network with attendees. Placed in the main networking and catering area, an expo booth allows you to display your brand, projects, and/or equipment with the maximum exposure to foot traffic. Exhibiting is great for those companies who want to have their own space to network with delegates, and display their brand; plus the booths are a great place for impromptu meetings! We will provide the backdrop, power, lighting, table, and chairs. If you are interested in a booth don't forget to talk to us about your ideas; we are here to help and would be delighted to assist in the development of some of the most interesting conference booths the industry can design.

### EXHIBITION BOOTH – SINGLE

ONE AVAILABLE

#### PRE-EVENT PROMOTION

- Recognition as an Exhibitor on all relevant collateral
- Logo recognition and company profile within the event website with a reciprocal link

#### AT THE EVENT

- A single booth space (3 x 1.8m) with walls, power, lighting, a table and chairs
- Ability to programme hands-on activities, competitions and prize draws
- Two delegate passes
- Mobile app organisation profile

**Investment: \$4000**



### EXHIBITION BOOTH – DOUBLE

ONE AVAILABLE

#### PRE-EVENT PROMOTION

- Recognition as an Exhibitor on all relevant collateral
- Logo recognition and company profile within the event website with a reciprocal link

#### AT THE EVENT

- A double booth space (6 x 1.8m) with walls, power, lighting, a table and chairs
- Four delegate passes
- Ability to programme hands-on activities, competitions and prize draws
- Mobile app organisation profile

**Investment: \$8000**



## EXPO THEATRE

*In addition to the main plenary and breakout stream, a new theatre in the exhibition area provides a space for sponsors to present, product or services, case studies, organisational profile and subject matter expert insights.*

*Sessions in the exhibition theatre run in the breaks and opposite optional main programme session to maximise audience attendance.*

### PRE-EVENT PROMOTION

- Your brand promoted extensively through all marketing activity during the build-up as the Exhibition Theatre Sponsor
- Recognition as the Exhibition Theatre Sponsor on all relevant collateral
- Organisation branding and profile on [www.futureroads.co.nz](http://www.futureroads.co.nz)

### AT THE EVENT

- Logo inclusion in key sponsor group
- Voiceover mention in key sponsor group
- Mobile App banner placement and App profile
- Opportunity for your company to have a slot for a company presentation in the Exhibition Theatre (20 minutes)
- Recognition as an Exhibition Theatre Sponsor at the event visibly and by the MC
- One delegate pass (dinner excluded)
- Ability to provide inserts in the delegate bag

### POST-EVENT

- Delegate list (subject to privacy laws)

**Investment: \$5000**



## BARISTA SPONSOR

ONE AVAILABLE

*Your brand will be top-of-mind for all those coffee-conscious delegates!*

### PRE-EVENT PROMOTION

- Recognition as the exclusive Future Roads Coffee Sponsor
- Company logo on event brochure
- Company logo throughout mobile app
- Logo recognition within the event website with a reciprocal link

### AT THE EVENT

- Verbal mention by day one MC
- One complimentary delegate pass for the Forum
- Ability to programme events such as prize draws
- A single booth space (3 x 1.8m) with walls, power, lighting, a table and chairs

### POST EVENT

- Post event feedback report with marketing metrics sent to you for campaign analysis

**Investment: \$10,000**



## WATER SPONSOR

### PRE-EVENT PROMOTION

- Logo recognition and company profile within the event website with a reciprocal link

### AT THE EVENT

- Verbal mention by day one MC
- Mobile app organisation profile
- Event organiser to supply water
- One delegate pass for the conference
- Optional branding of the water bottle labels, and the water booth – subject to additional fee

**Investment: \$3000**





# START-UP

# INNOVATION HUB



**ABOUT**

The Future Roads **Start-Up Innovation Hub** offers a limited number of modern exhibition stands inside the large expo hall. All hub participants are grouped together and have a shared networking zone.

The hub is designed to showcase the latest thinking from roading innovators.

All exhibition stands have the same structure with the organisers handling the setup. All you need to do is provide graphics files and we will submit a design to you for approval.

This opportunity allows you to network with some of the largest roading owners and service providers in the sector, as well as with like-minded innovators.

**CRITERIA**

You will need to be in the technology and services end of the industry and have been in operation for less than two years.

- Annual revenue <\$400,000
- Fewer than 6 employees

**PRE-EVENT PROMOTION**

- Logo recognition and company profile within the event website with a reciprocal link

**AT THE EVENT**

- Two pullup banners and a plinth
- Two delegate passes
- Profile on the event app and website
- Mention on-stage by MC during **Innovation Hub Introduction**

**Investment: \$2500**

**Design specifications**

**Pullup Display Banner**

850mm wide X 2230mm high

Safe areas top and bottom  
 Avoid 100mm from top  
 Avoid 250mm from bottom

All files high res  
 300dpi for images placed  
 Convert text to paths  
 3mm bleed with crop marks  
 Adobe PDF

**Plinth**

1000mm high

Decal Size: 365mm x 940mm high

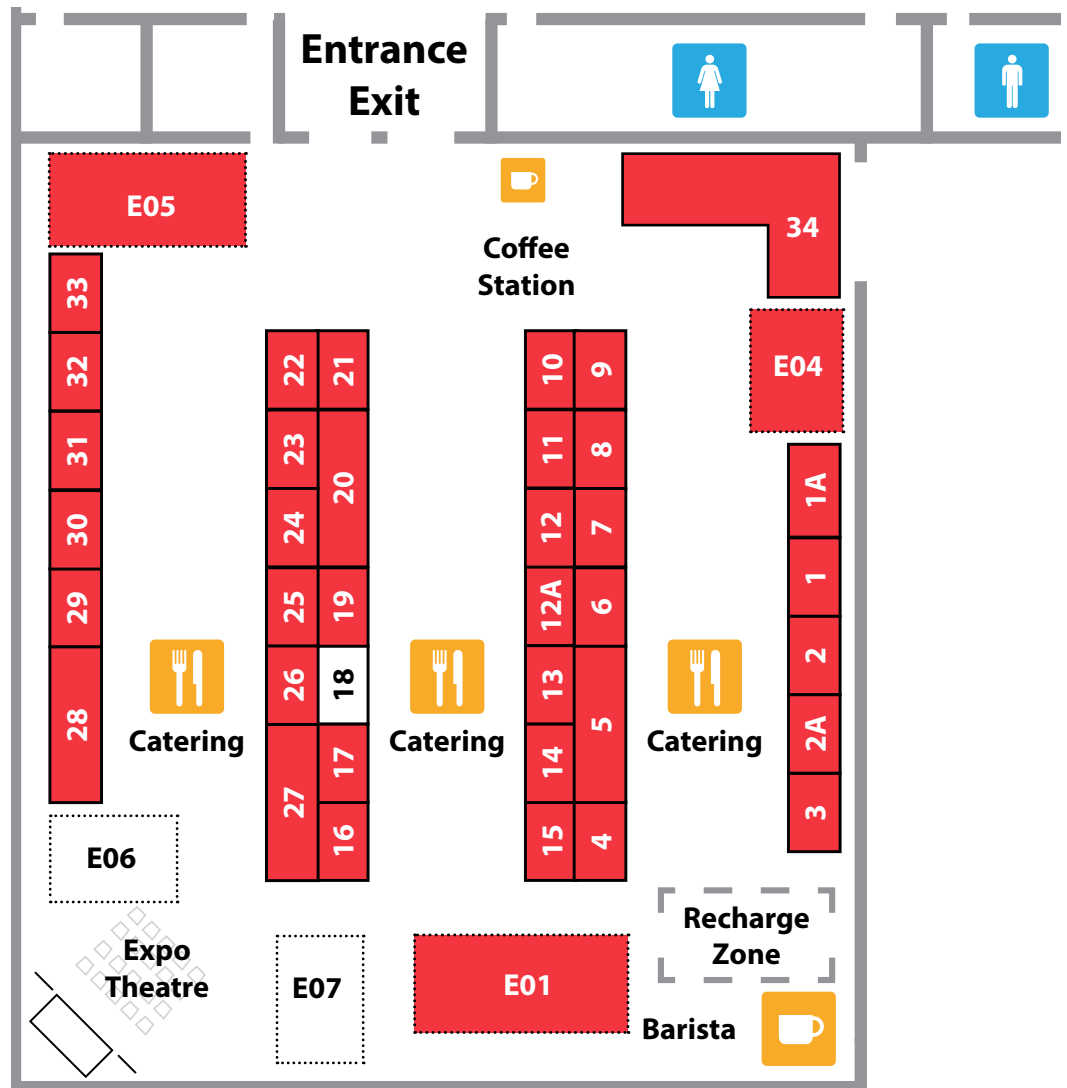


Key

**SOLD**

- 1A PUMP HIRE
- 1 CCNZ
- 2 AQA
- 2A EROAD
- 3 Reveal
- 4 Inforce Global
- 5 TMNZ
- 6 CSL Infrastructure
- 7 Waihanga Ara Rau
- 8 Inside Resources
- 9 Assa Abloy
- 10 ibex
- 11 TSL
- 12 IPWEA NZ
- 12A Roading Industry Support Services
- 13 Seven Rivers
- 14 UDINZ
- 15 ACT Safety
- 16 Directionz
- 17 Rettenmaier NZ
- 18
- 19 DOWSING
- 20 ACO
- 21 Techlight
- 22 Winstone Aggregates
- 23 Hydroflow
- 24 GSI - Geostabilization NZ
- 25 Hiway
- 26 Graymont
- 27 CSP
- 28 Valmont
- 29 ConcreteNZ
- 30 REAAA
- 31 Transporting NZ
- 32 myWorksites
- 33 Traffic Signs
- 34 TerraCat

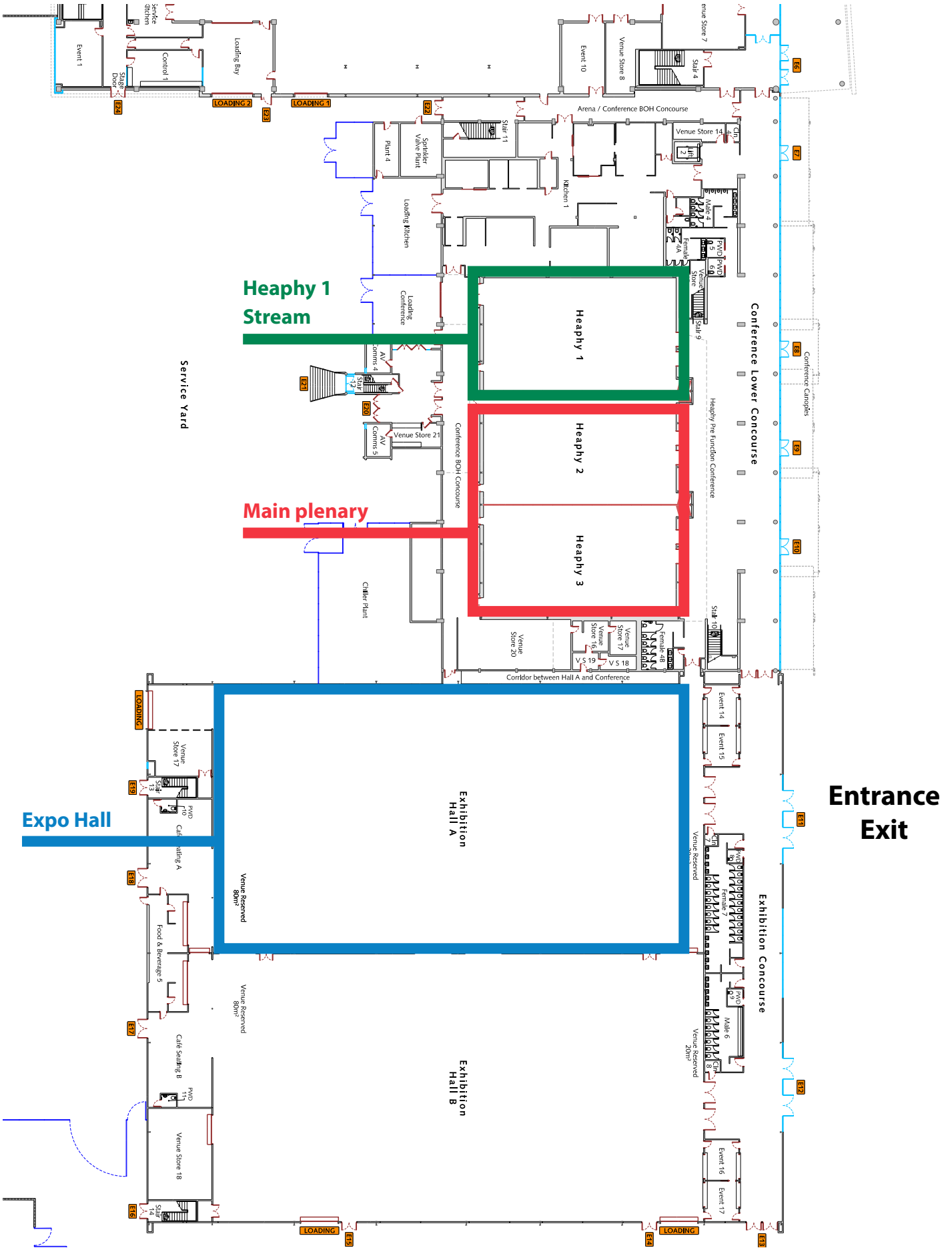
- E01 Global Survey
- E04 Inforce
- E05 JAC Motors NZ
- E06
- E07



**Claudelands Hall A**  
Hamilton

# Claudlands Events Centre

## Ground Floor





### SPONSORSHIP

**James Wardhaugh** – Sales Team Leader, Freeman

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### GENERAL

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### EVENT MANAGEMENT

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### CONTENT

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### ACCOUNTS

**Madeleine Sefton** – Finance Manager, Freeman

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## SPONSORSHIP AGREEMENT

**Date:**

**Name:**

**Title:**

**Sponsoring organisation:**

**Mailing address:**

**Sponsorship type chosen:**

**Booth number:**

**Purchase order number:**

**INVESTMENT [ex GST]:**

**Email address:**

**Contact number:**

**Terms:** The terms and conditions are acceptable to commence this service for **Future Roads:**

**For and on behalf of the Organiser:**

**Signature:**

**Name:** James Wardhaugh  
Sales Team Leader

**Date:**

**Signature:**

**Date:**

## TERMS & CONDITIONS

- Freeman Media Ltd [hereinafter referred to as the 'Organiser'] will display, promote and associate with the name and logo of the Sponsor and their role in the event in all the places and circumstances in which the Organiser promotes Future Roads where it is reasonable to do so. In particular, the name of the Sponsor will be indicated on the event communication material including: advertising, website, invitations, brochures, press releases, event documentation and visual materials, where space permits. Where space is limited the larger Sponsors get priority.
- The Organiser reserves the right to coordinate the request for space on the part of the Exhibitors in such a way that each will be guaranteed an adequate presence within the limits of the overall space available. It is understood all costs additional to those in the agreement relating to transport, utility connections, additional display material and any other service are to be borne directly by the Exhibitor.
- The Organiser reserves the right to monitor pre-agreed collateral distributed by Sponsors at the Event, and remove any materials that do not respect the image of the Event, its Organisers, or any of the other Sponsors.
- Sponsors will be sent copies of the Future Roads promotional material which can be distributed at their discretion.
- Each Sponsor is authorised to promote its sponsorship of Future Roads in any way that it sees fit, providing that it respects the image of the Forum, its Organisers, Attendees, Sponsors and Exhibitors.
- It is understood that in all circumstances the Organiser retains complete responsibility for the programme, content and management of Future Roads.
- Invoices will be issued as per the specific agreement and are payable within four weeks of the invoice being issued otherwise the agreement may be cancelled.
- Cancellations: The deposit is not refundable if the Sponsor withdraws their interest after paying the deposit. If the Sponsor withdraws their interest within one month of the event, the entire total agreed sponsorship is payable.
- Should the in-person event be disrupted due to Covid or another pandemic it will either be run digitally or rescheduled in-person. There will be no refunds (aside from dinner tickets) or cancellations should the event be run online.
- Should a force majeure event, such as a flood, fire, storm, earthquake or other form of natural disaster; infrastructure failure or other significant event affecting the event venue from operating fully; epidemic, pandemic or any other form of government order, shut down, postpone or otherwise affect the event, the Organiser reserves the right to reschedule the event at a time to suit as many parties as possible, and the Sponsor will be consulted with the investment being transferred to the rescheduled event. The sponsorship investment is not deemed to be automatically refundable as the event change is outside of the Organiser's control. The Organiser reserves the right to change the way the event is delivered dependent on any current conditions and restrictions in place by the government, such as the use of virtual event platforms. The Sponsor agrees that, in those circumstances, the terms and conditions of this agreement will be met even if the event is delivered as a live event, a hybrid live/virtual event or as a solely virtual event.
- If a dispute arises between the Organisers, and the Sponsor, the parties agree they will meet no later than twenty (20) days from when either receives written notice of a dispute. The meeting should be attended by individuals with decision making authority to settle the dispute. At the meeting, the Organiser and the Sponsor shall attempt in good faith to negotiate a resolution of the dispute. If the parties are not successful in resolving the dispute, they may, but need not, agree to the appointment of a mutually neutral person to facilitate a resolution.
- The Organiser reserves the right of refusal, without explanation, of any potential Sponsor.
- The Organiser will not be liable for, are excused from their reasonable control, any failure to render services due to any cause beyond its reasonable control, such as a catastrophe of nature, governmental action, acts of state, third party labour difficulties or non-performance of a supplier.
- The 'branded table' inclusion at the Conference Dinner does not include dinner tickets unless otherwise noted.



**freeman.**

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