

**FUTURE FOCUS OF CARE:**  
**DEEPER**  
**and WIDER**



New Zealand  
Aged Care Association

## Invitation – NZACA conference 2012

The New Zealand Aged Care Association's annual conference for 2012 will be held on 10th – 12th September at the Energy Event Centre, Queens Drive, Rotorua



NZACA promotes excellence in care, choice and security for all within the aged-care industry and for older New Zealanders who require our support and care. The Association strives to improve the political, economic and social environment in which the industry operates.

### 2012 conference – Future focus of care: DEEPER and WIDER

For aged residential care providers there are two broad directions in the coming years: going deeper and wider.

Going deeper means focusing on doing what is happening now, but working towards more efficient operations through changes in existing service mixes, size and management practices, including premium charging and implementing quality improvements systems and introducing IT solutions, such as InterRAI

The other option, going wider, means focusing on developing new services, such as ORAs or other mechanisms to release capital through deposit or payment in advance schemes. Wider also refers to providing more services in the health market, such as operating a local health cluster, and/or developing stand-alone rehabilitation, step-down care, acute care, or community support services such as meals, remote monitoring, personal care and emergency care.

The decision to go deeper and wider is influenced by each operator's strategic goals, the market in which they operate and by changes and innovation in the private and public health sectors. For example, increasing acuity has an impact on service delivery, as does DHBs' recent attempt to provide residential care in someone's home, and consumer desire for increased choices, a continuum of care and ownership of their accommodation.

This year's conference will focus on this theme.

### Promote your business

Be a part of the NZACA conference to network with the aged-care industry, display your products and services in a professional learning environment, and show commitment to the aged-care industry.

- » Reach key decision makers and influencers
- » Launch new products and services
- » Reach potential market entrants through pre and post conference publicity
- » Reinforce your profile as a key player and supporter of the NZACA conference.

We are pleased to announce our competitive pricing and offer a wide range of benefits to sponsors and exhibitors, ensuring a great return on investment.

Based on previous response, sponsorships and trade exhibition booths are sold extremely quickly, so we encourage you to consider the opportunities offered without delay.

We look forward to working with you to make a successful 2012 conference.




Should you have any questions, please contact Robyn Gray, Conference Manager; phone +64 4 473 3519, mobile +64 27 228 8233; email: [robyn@nzaca.org.nz](mailto:robyn@nzaca.org.nz)

Yours sincerely

**Martin Taylor**  
Chief Executive Officer  
New Zealand Aged Care Association



# SPONSORSHIP OPPORTUNITIES

<b>SPONSORSHIP</b> excl. GST	<b>DETAILS AND BENEFITS TO SPONSOR</b>
<p><b>Principal sponsor</b> \$15,000</p> 	<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>» 2012 annual conference held over three days;</li> <li>» expected delegate numbers 300 from throughout New Zealand and Australia;</li> <li>» exhibition area with space for 83 stands.</li> </ul> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>» naming rights for the conference as the principal sponsor;</li> <li>» five-minute speaking slot at conference opening;</li> <li>» banner on display at the conference venue;</li> <li>» one complimentary exhibition stand, plus two trade personnel;</li> <li>» * prime location site;</li> <li>» four conference dinner tickets;</li> <li>» company identification on all conference material;</li> <li>» two complimentary delegate registrations to the conference, including dinner tickets;</li> <li>» half-page add in <i>Excellence in Care</i> quarterly publication for 12 months;</li> <li>» full page advertisement in conference programme.</li> </ul>
<p><b>Gold sponsor conference dinner</b> \$10,000</p> 	<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>» the official social event of the conference on Tuesday 11th September attended by delegates, partners, exhibitors and guests;</li> <li>» expected number of attendees: 400.</li> </ul> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>» complimentary exhibition stand, plus two trade personnel on stand;</li> <li>» * prime location site;</li> <li>» naming rights for the dinner as a major sponsor;</li> <li>» banner at the function, opportunity to provide corporate welcoming gift for each delegate;</li> <li>» company identification on each table at the dinner, four complimentary guests at dinner function;</li> <li>» five-minute speaking slot at the dinner;</li> <li>» name and logo prominently displayed in final conference correspondence;</li> <li>» two complimentary registrations to the conference;</li> <li>» half-page advertisement in <i>Excellence in Care</i> quarterly magazine pre and post-conference;</li> <li>» half-page advertisement in conference programme.</li> </ul>
<p><b>Silver sponsor</b> \$5000</p> 	<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>» exhibition display with space for 83 stands;</li> <li>» expected delegate numbers 300;</li> <li>» all meal breaks taken in and around the exhibiting companies.</li> </ul> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>» complimentary exhibition stand, plus two trade personnel on stand;</li> <li>» *prime stand location;</li> <li>» two tickets to the conference dinner;</li> <li>» company identification on all conference material;</li> <li>» company promotional material in delegate satchels;</li> <li>» half-page advertisement in the pre-conference magazine <i>Excellence in Care</i>;</li> <li>» quarter-page advertisement in the conference programme.</li> </ul>

## SPONSORSHIP OPPORTUNITIES

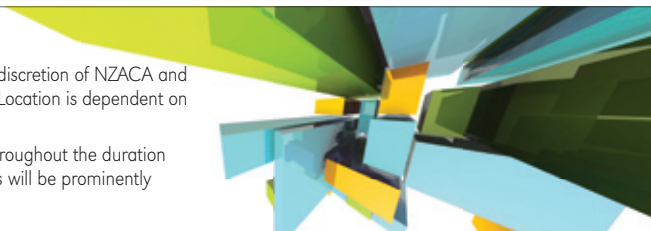
SPONSORSHIP <small>excl. GST</small>	DETAILS AND BENEFITS TO SPONSOR
<p><b>Welcome function</b> \$4000</p>	<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>» exhibition display with space for 83 stands;</li> <li>» expected delegate numbers 300;</li> <li>» all meal breaks taken in and around the exhibiting companies;</li> <li>» welcome drinks amongst the exhibitors Monday 10th September (two hours).</li> </ul> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>» complimentary exhibition stand, plus one exhibitor on stand;</li> <li>» * prime stand location;</li> <li>» banner on display at welcome function;</li> <li>» five-minute speaking slot at welcome function;</li> <li>» one ticket to conference dinner;</li> <li>» company identification on all conference material;</li> <li>» company promotional material in delegate satchels;</li> <li>» quarter-page advertisement in the pre-conference magazine <i>Excellence in Care</i>.</li> </ul>
<p><b>Internet café</b> \$6000</p>	<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>» expected delegate numbers: 300;</li> <li>» an opportunity to mix with the delegates and exhibitors while they take time at the internet site to stay in touch with their businesses;</li> <li>» stand numbers 51 and 52.</li> </ul> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>» sponsor will be offered a complimentary stand alongside the internet stand – the internet stand will include two internet stations;</li> <li>» delegates and exhibitors will access the internet over the 2½ days of the conference;</li> <li>» internet stand will have naming rights of sponsor;</li> <li>» two complimentary trade personnel on stand;</li> <li>» two dinner tickets;</li> <li>» company promotional material in delegate satchels;</li> <li>» quarter-page advertisement in the pre and post-conference magazine <i>Excellence in Care</i>;</li> <li>» quarter-page advertisement in conference programme.</li> </ul>
<p><b>Keynote/international speaker</b> \$5000</p>	<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>» any sponsor wishing to consider sponsorship for an international speaker should advise us as soon as possible.</li> </ul> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>» sponsor will be acknowledged as a major sponsor in all final conference correspondence;</li> <li>» one conference registration is included;</li> <li>» banner on stage for duration of presentation;</li> <li>» opportunity to introduce speaker at beginning of session;</li> <li>» half-page advertisement in the conference programme.</li> </ul>
<p><b>Conference speakers</b> \$1500</p>	<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>» speakers from throughout New Zealand have been invited to address the conference.</li> </ul> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>» company name and logo will be printed on the conference programme;</li> <li>» opportunity to introduce speaker at beginning of session;</li> <li>» banner on stage for duration of presentation.</li> </ul>
<p><b>Conference lunches</b> \$3000 per lunch</p>	<p><b>Details:</b></p> <ul style="list-style-type: none"> <li>» a buffet lunch will be offered each day in and around the exhibitors;</li> <li>» an opportunity is available to address all delegates at lunch (five minutes).</li> </ul> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>» the sponsor is entitled to have their banner on display during lunch;</li> <li>» company name and logo will appear in the conference programme;</li> <li>» opportunity to interact with delegates and present written material or samples;</li> <li>» company logo on lunch menus.</li> </ul>

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP <small>excl. GST</small>	DETAILS AND BENEFITS TO SPONSOR
<b>Conference morning and afternoon teas</b> \$1000 per morning or afternoon tea	<b>Details:</b> <ul style="list-style-type: none"> <li>» morning and afternoon teas will be served amongst the exhibitors.</li> </ul> <b>Benefits:</b> <ul style="list-style-type: none"> <li>» the sponsor is entitled to have their banner on display during the tea break;</li> <li>» company name and logo will appear in the conference programme.</li> </ul>
<b>Delegate conference bags</b> \$5000	<b>Details:</b> <ul style="list-style-type: none"> <li>» the bags to be used will be of high quality, distributed to all delegates and exhibitors.</li> </ul> <b>Benefits:</b> <ul style="list-style-type: none"> <li>» company logo and name printed onto bags;</li> <li>» promotional material in satchel;</li> <li>» company name and logo will appear in the conference programme.</li> </ul>
<b>Lanyards</b>	<b>Details:</b> <ul style="list-style-type: none"> <li>» all delegates and exhibitors must wear their name badge at all times in the conference area.</li> </ul> <b>Benefits:</b> <ul style="list-style-type: none"> <li>» company logo/name displayed on each lanyard;</li> <li>» company name and logo will appear in the conference programme;</li> <li>» company may supply lanyards or discuss options with NZACA.</li> </ul>
<b>Advertising opportunities – exhibitors, preferred suppliers and affiliate members</b> \$350 per insert <b>Non-exhibitors</b> \$450 per insert	<b>Details:</b> <ul style="list-style-type: none"> <li>» insert a one or two page A4 flyer into conference bags.</li> </ul> <b>Benefits:</b> <ul style="list-style-type: none"> <li>» material delivered to all delegates and exhibitors at registration time.</li> </ul>
<b>Miscellaneous</b>	<b>Details:</b> <ul style="list-style-type: none"> <li>» pens, pads, satchel inserts – e.g. water bottles, giveaways, etc.</li> </ul> <b>Benefits:</b> <ul style="list-style-type: none"> <li>» company branding on items.</li> </ul>
<b>Major prize draw for delegates</b>	<b>Details:</b> <ul style="list-style-type: none"> <li>» contributions from exhibitors to go into the major prize draw to take place at lunch time on the last day of the conference;</li> <li>» prizes (e.g.): bed linen, free continence products for six months, or discount (%) on price of next audit;</li> <li>» individual prize draw: hampers, bottles of wine, chocolates, etc.</li> </ul>

\* Prime location stand will be at the discretion of NZACA and will be held until 30th March, 2012. Location is dependent on availability and on a first-come basis.

All sponsors will be acknowledged throughout the duration of the conference and sponsors logos will be prominently displayed.



**For further details or to discuss other opportunities, please contact Robyn Gray, Conference Manager;**

**email** [robbyn@nzaca.org.nz](mailto:robbyn@nzaca.org.nz) **phone** +64 4 473 3159, **mobile** +64 27 228 8233.

# Conference 10th–12th September, 2012

## EXHIBITORS' REGISTRATION INFORMATION

Venue: ENERGY EVENT CENTRE, QUEENS DRIVE, ROTORUA

**Attendance:** Approximately 300 delegates, national and international.

**Refreshments:** All meal breaks will be taken in the Exhibition Hall, where applicable.

**Set up:** Access to the event centre is from 4.30pm till 6.30pm Sunday 9th September, and from 8am on Monday 10th September. All set up must be complete by 11am on Monday 10th September

**Dismantle:** Exhibitors are requested to dismantle and remove all display equipment at the conclusion of the conference. Stands cannot be dismantled until the Wednesday afternoon session has commenced at 2.30pm

**Prior storage:** Goods can be delivered to the Energy Event Centre, Queens Drive, Rotorua no earlier than Friday 7th September. Consignment details will be sent out closer to the date.

**Insurance/liability:** Exhibitors or their agents must provide adequate insurance for their own personnel, exhibit and display materials. New Zealand Aged Care Association assumes no liability for loss or damage to exhibitors' property.

**Fire safety:** There must be no flammable materials used within the trade exhibition area.

**Security:** Safety and security for products on display is the responsibility of the exhibitor. Entry to the conference is by official name badge only. Name badges must be worn at all times in the convention area. If you have a guest wanting to attend the exhibition, they must register at the registration desk and obtain a guest pass.

**Loading dock:** Information to be sent out prior to conference.

**International deliveries:** Please ensure that you familiarise yourself with New Zealand's customs

declaration procedures and have paid any relevant tax prior to ensure a prompt delivery to the Energy Event Centre in Rotorua.

**Parking:** There is plenty of free parking in and around the event centre.

**Costs:** all prices include GST  
General trade:  
\$2650.00

Affiliate members:  
\$2350.00

Double stand general trade:  
\$4,770.00 includes 10% discount

Double stand Affiliate member:  
\$4,230.00 includes 10% discount  
(Any company wishing to purchase the double stand (09 and 74) or two or more consecutive stands will receive a 10% discount on the total cost of the stand price.)

Extra trade personnel:  
\$380.00

**Extra dinner tickets:**  
\$140.00 incl. GST (limited availability)

**Exhibition registration:** Includes one free entry into all conference sessions, one conference bag per person, conference programme, delegates' list, name badge, morning and afternoon teas and lunches where applicable, welcome function (Monday evening) in the Exhibition Hall. One ticket to the gala dinner on the Tuesday evening. Extra trade personnel is \$380 per person and includes all of the above.

**Technical exhibit details:**  
Displayworks will provide the following:

- » Booth size is 4.2m x 3m (larger than last year except the double stands 09 and 74), constructed in velcro receptive panel system.
- » 1 x 10 amp multibox power outlet, 2 x spotlights and 1 fascia sign per booth.

**Additional display equipment:**  
Not included in the registration cost

is any extra tables, chairs, furniture or tablecloths. These must be pre-ordered from Displayworks; email [jane@exhibitionhire.co.nz](mailto:jane@exhibitionhire.co.nz) for further information.

On confirmation of your registration, you will be sent an exhibitors venue information services guide.

### **Sponsorship opportunities:**

There are a number of sponsorship opportunities available: including sponsored morning/afternoon teas, lunches, pads, pens, or the Excellence in Care awards. For further information on these opportunities, please email [robyn@nzaca.org.nz](mailto:robyn@nzaca.org.nz)

### **Promoting exhibitors:**

New Zealand Aged Care Association quarterly magazine *Excellence in Care* is widely circulated throughout New Zealand. The August edition will provide an excellent opportunity for trade exhibitors attending the conference to further promote their products and services. In order to appear in the August edition of the magazine, all exhibitors must have completed their registration and paid in full by 23rd July 2012.

### **Post registration and cheque to:**

Trade Exhibition, NZACA, PO Box 12-481, Wellington 6144.

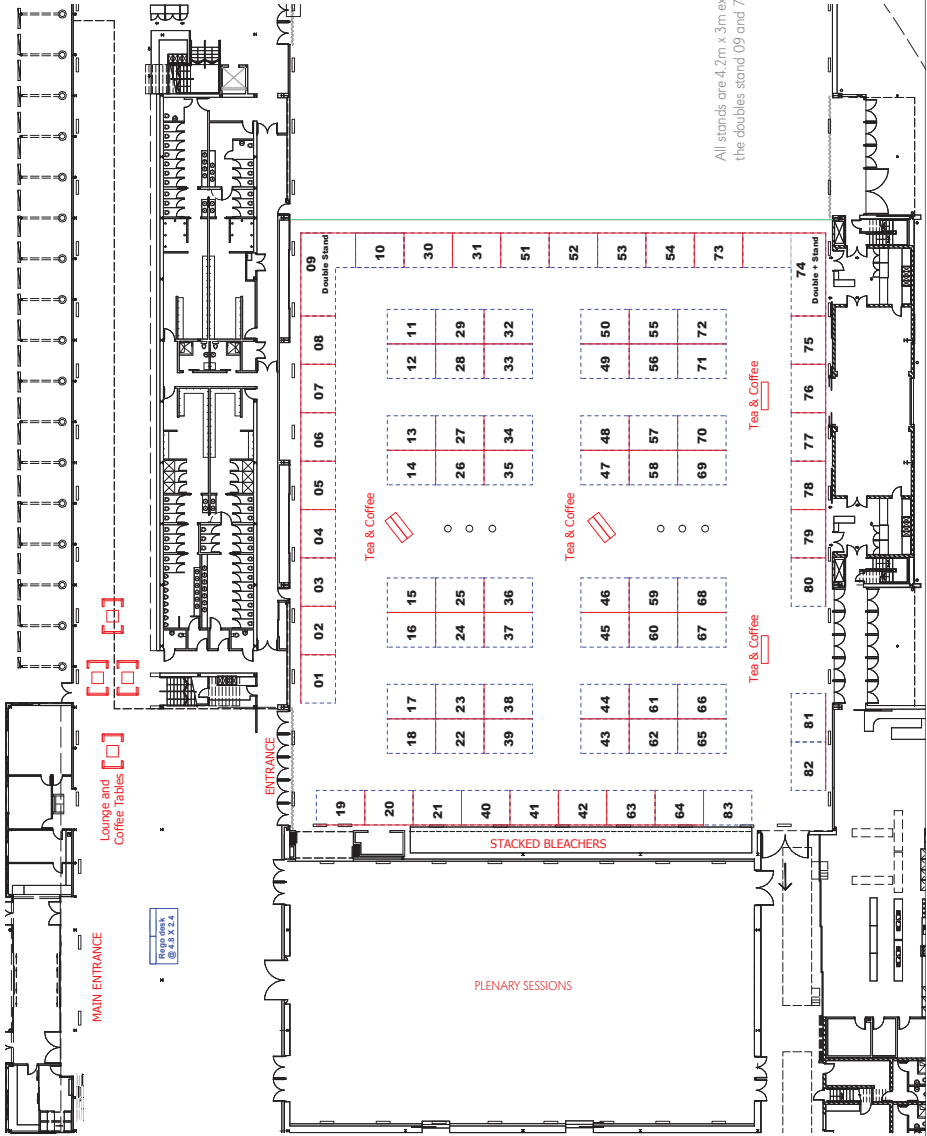
**Accommodation:** New Zealand Aged Care Association has a block booking at the following hotels:

- » Millennium Hotel Rotorua; and Sudima Hotel, Eruera Street, Rotorua (both are a five-minute walk to venue).
- » Registration forms and rates enclosed. Please book direct with the hotel of your choice.

### **For further information or to book your space:**

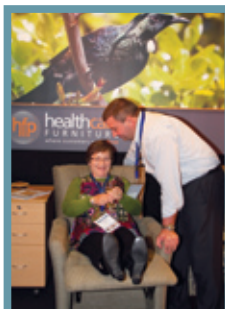
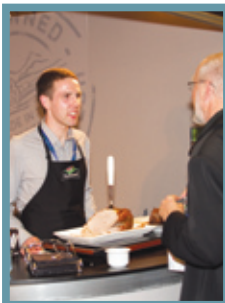
Please contact Robyn Gray, Conference Manager; phone + 64 4 473 3159, fax + 64 4 473 3554, mobile +64 27 228 8233.

# Energy Event Centre floor plan



All stands are 4.2m x 3m except the doubles stand 09 and 74





## Future Focus of Care: DEEPER and WIDER



New Zealand  
Aged Care Association

CONFERENCE 2012  
10th – 12th September 2012



# New Zealand Aged Care Association conference Sponsorship application form

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_ Position: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

## LEVEL OF SPONSORSHIP: (all amounts are exclusive of GST)

Principal sponsor	<input type="checkbox"/> \$15,000	
Gold sponsor - conference dinner	<input type="checkbox"/> \$10,000	
Silver sponsor	<input type="checkbox"/> \$5000	
Welcome function - (Monday evening)	<input type="checkbox"/> \$4000	
Internet café	<input type="checkbox"/> \$6000	
Keynote/international speaker	<input type="checkbox"/> \$5000	
Conference speaker	<input type="checkbox"/> \$1500	
Conference lunches	<input type="checkbox"/> \$3000	
Conference morning and afternoon teas	<input type="checkbox"/> \$1000 per morning or afternoon tea	
Delegates' conference bags	<input type="checkbox"/> \$5000	
Lanyards	to be discussed	
	<b>TOTAL:</b>	\$

**Other:** Please specify

\_\_\_\_\_

**Payment:** on signed confirmation of level of sponsorship a tax invoice will be sent.

I understand full payment must be received by 20th of following month of invoice, or by agreement with NZACA.

Name: \_\_\_\_\_

Exhibitor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Exhibitor application form

Are you a current affiliate member of New Zealand Aged Care Association?

Company name: \_\_\_\_\_

Postal address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: (    ) \_\_\_\_\_

Fax: (    ) \_\_\_\_\_

Additional trade personnel: \_\_\_\_\_

Special dietary requirements: \_\_\_\_\_

Exhibition stand type	Cost (incl. GST)	Qty	Sub-total	Stand preference number		
				1st	2nd	3rd
General trade	\$2650.00					
Affiliate member rate	\$2350.00					
Double stand General trade	\$4770.00 <small>includes 10% discount</small>					
Double stand Affiliate member rate	\$4230.00 <small>includes 10% discount</small>					
Extra trade personnel (per person)	\$380.00					
Extra conference dinner tickets (theme to be confirmed)	\$140.00 <small>(limited number available)</small>					
Monday night optional function	tbc					
			<b>Total \$</b>	\$250 deposit enclosed <input type="checkbox"/>		



**Payment plan for exhibition stand:** upon receipt of this form, your stand will be held for one month, by which date a non-refundable deposit of \$250 must be received, or your stand will be released. The balance of the stand must be received by 20th July 2012.

Payments can be made online: BNZ 0205 3600 4522 300, or post cheque to Trade Exhibition, NZACA, PO Box 12-481, Wellington 6144. Make cheques payable to NZACA.

## Conference programme trade exhibitors section

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Please detail the products or services you are planning to display. Limit of 30 words. If registration is completed, and full payment is received by 20th July 2012, this information will appear in the quarterly New Zealand Aged Care Association magazine *Excellence in Care*.

**Cancellation:** if notification of cancellation of stand is received after 29th June 2012, a \$400 administration fee plus the non-refundable deposit will be charged.

Exhibitor's signature: \_\_\_\_\_

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

For further information or to book your space, please contact Robyn Gray, Conference Manager; phone + 64 4 473 3159, fax + 64 4 473 3554.

# 2012 conference programme ADVERTISING OPPORTUNITIES

In 2012 NZACA again welcomes advertising in the conference programme. The programme is circulated to all delegates and exhibitors (approximately 450) and is the 'book of knowledge' on the conference, including all information on session times, presenters, exhibitors and social functions.

**BOOKING DEADLINE:** 23rd July 2012.

- Full page colour      \$900
- ½ page colour        \$450
- ¼ page colour        \$220
- Insert in satchels    \$350 exhibitors, preferred suppliers & affiliate members

All costs are exclusive of GST.



Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_ Position: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_

Telephone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

**General conditions**

1. NZACA reserves the right to reject any advertisement which, in its opinion, may be considered unsuitable for publication.
2. Full payment is due on the 20th of the month following publication.
3. Liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser. All costs incurred during production through changes to material supplied will be charged to the advertiser.
4. Positions are at the discretion of NZACA, except where agreed.
5. Cancellations must be given in writing to NZACA no later than four weeks prior to publication date.

**Page specifications**

	Width x height (mm)
Full page	210 w x 297 h
Half page (horizontal)	190 w x 140 h
Half page (vertical)	92 w x 280 h
Quarter page	92 w x 140 h

**Advertising technical specifications:**

The publication is printed in CMYK colour throughout and all advertisements must be supplied as CMYK, 300dpi in PDF format – high-quality print.

**Artwork:** Can be emailed to [robyn@nzaca.org.nz](mailto:robyn@nzaca.org.nz)

**Fonts:** All fonts must be embedded.

Name: \_\_\_\_\_

Exhibitor's signature: \_\_\_\_\_ Date: \_\_\_\_\_