



## **XXXIII SCAR BIENNIAL MEETINGS**

including the  
**2014 OPEN SCIENCE CONFERENCE**

together with the  
**XXVI COUNCIL OF MANAGERS OF NATIONAL ANTARCTIC PROGRAMS (COMNAP) ANNUAL GENERAL MEETING COMNAP**

23 August - 3 September 2014



Sponsorship  
Prospectus

[www.scar2014.com](http://www.scar2014.com)





## Local Organising Committee

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Professor Bryan Storey, Convenor, Gateway Antarctica

Ms Joanne Pollard, Antarctica New Zealand

Dr Ed Butler, Antarctica New Zealand

Professor Craig Cary, University of Waikato

Ms Chloe Dear, Christchurch City Council

Ms Sira Engelbertz, APECS

Associate Professor Clive Evans, University of Auckland

Mr Richard Meylan, The Royal Society

Dr Fraser Morgan, Landcare Research

Dr Rhian Salmon, Victoria University of Wellington

## Sponsorship Contact

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### **Nihal Fernandez**

Sponsorship Manager

On behalf of the SCAR Local Organising Committee

The Conference Company

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Telephone: New Zealand +64 9 360 1240

Postal: PO Box 90040, Auckland 1142, New Zealand

# Invitation

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In August 2014, the Royal Society of New Zealand and Antarctica New Zealand are proud to host the XXXIII Scientific Committee on Antarctic Research (SCAR) Biennial meetings including the 2014 Open Science Conference and the XXVI Council of Managers of National Antarctic Programs (COMNAP) Annual General Meeting followed by the 31st General Assembly of the International Council of Science (ICSU).

New Zealand is delighted to have the opportunity to host these events given its strong links to Antarctica which promise to bring together prominent international scientists, the managers of the 28 national Antarctic programs and policy makers to an unprecedented series of parallel international meetings. The meetings provide opportunities for scientists and managers from a variety of disciplines and countries to present their work, network and become more involved in Antarctic research activities. The programmes will consist of public presentations from invited speakers, workshops, symposia, oral and poster presentations, and public outreach events.

The SCAR and International Council for Science (ICSU) events will run from Saturday 23 August until Wednesday 3 September 2014 at the impressive SkyCity Convention Centre in Auckland, New Zealand.

The COMNAP meeting will begin in Auckland on 25 August and will move to Christchurch for 27-29 August.

In addition, an outstanding programme of outreach events (NZ Icefest) will bring Antarctica alive for the local people of Auckland and Christchurch.

It is anticipated that around 800 people from around the world will attend during the two-week period.

These meetings already have significant sponsorship from New Zealand government and private entities. This letter is your invitation to consider sponsoring the events. There is a sponsorship package available (attached) and levels of involvement that you or your organisation may choose from. Any level of sponsorship will be rewarded in some way either by adding your logo to our documents and registration packages or through a range of representations.

**Bryan Storey**

*Chair of the Organising Committee*

**Lou Sanson**

*Antarctica New Zealand*

# About SCAR

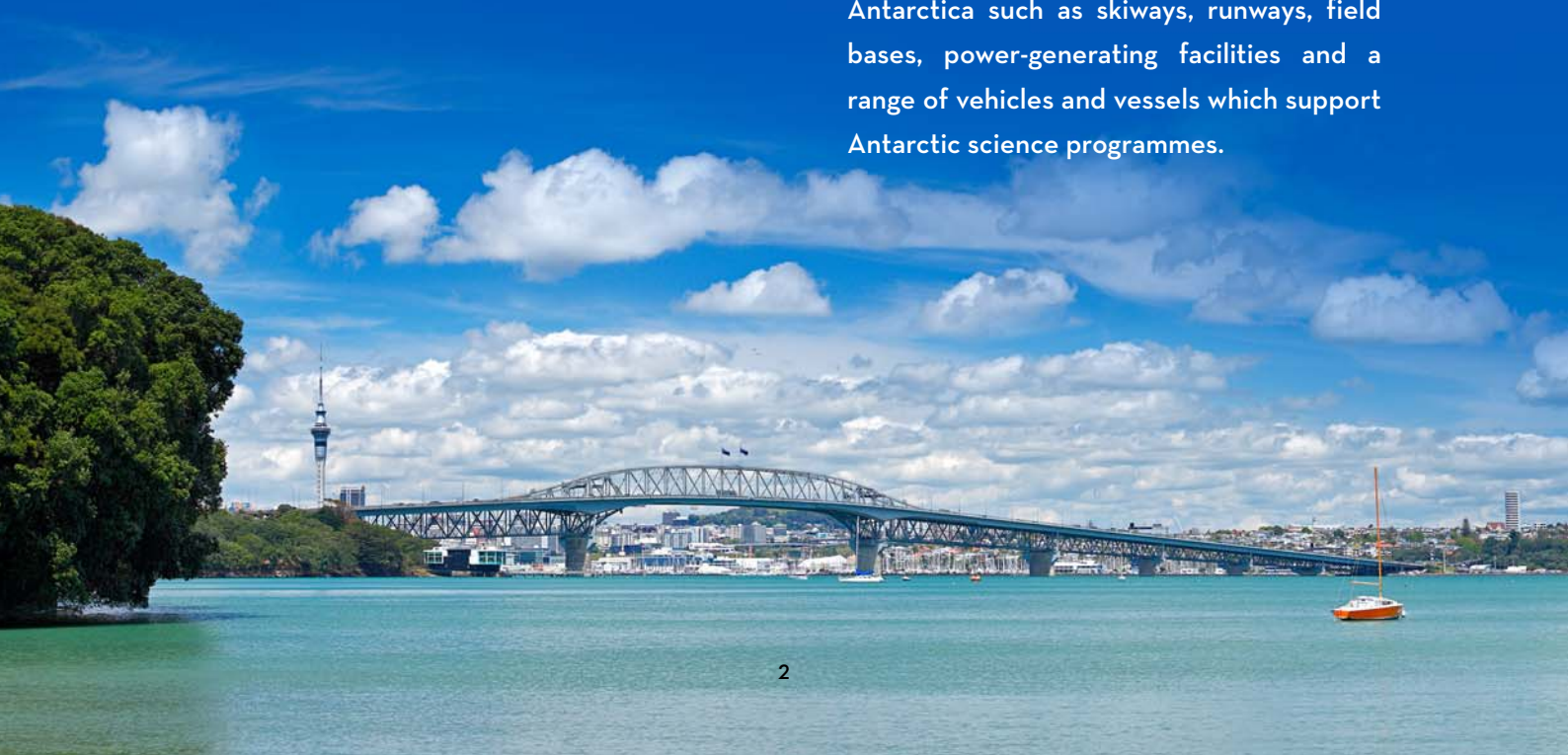
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The Scientific Committee on Antarctic Research (SCAR) is an inter-disciplinary body of the International Council for Science (ICSU). SCAR is charged with initiating, developing, and coordinating high quality international scientific research in the Antarctic and providing independent scientific advice to the Antarctic Treaty System and other organizations on issues of science and conservation affecting the management of Antarctica and the Southern Ocean. In that role, SCAR has made numerous recommendations on a variety of matters, most of which have been incorporated into Antarctic Treaty instruments. Foremost amongst these have been the advice provided for the many international agreements which provide protection for the ecology and environment of the Antarctic. Thirty-one countries have full membership of SCAR.

# About COMNAP

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Created in 1988, the Council of Managers of National Antarctic Programs (COMNAP) is the international association that brings together the 28 National Antarctic Programs from around the world that deliver and manage Antarctic research programs on behalf of their countries. COMNAP's role is to develop and promote best practice in managing the support of scientific research in Antarctica. It does this by serving as a forum to develop practices that improve effectiveness of Antarctic activities in an environmentally responsible manner; facilitating and promoting international partnerships; providing opportunities and systems for information exchange; and providing the Antarctic Treaty System with objective and practical, technical and non-political advice drawn from the National Antarctic Programs' extensive pool of expertise and first-hand knowledge of Antarctica. COMNAP members run some 80 Antarctic research stations and maintain the majority of infrastructure found in Antarctica such as skiways, runways, field bases, power-generating facilities and a range of vehicles and vessels which support Antarctic science programmes.



# About the Conference

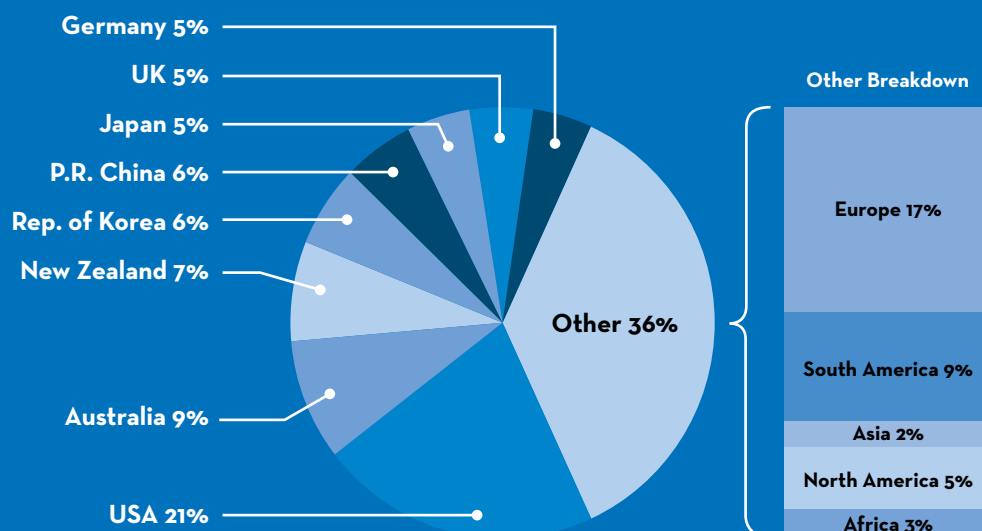
The Conference provides an opportunity for scientists from a variety of disciplines and countries to present their work, network and become more involved in SCAR science activities. The programme will consist of presentations from invited speakers' workshops, oral and poster presentations.

The SCAR Open Science Conference will be preceded by pre-conference workshops. The SCAR Business Meetings will take place on Sunday 24th and Friday 29th August. The Open Science Conference which will be the biggest event during the fortnight which runs from Monday 25th through to Thursday 28th August.

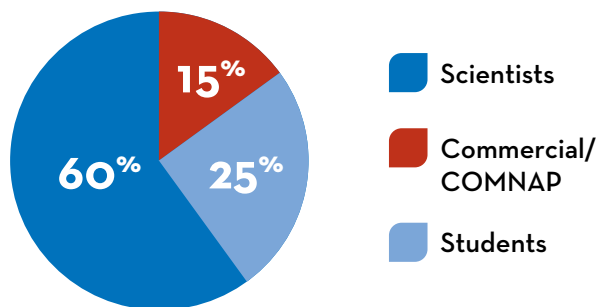
## Reasons to Sponsor

- Gain unparalleled access to your target market
- Target new clients and launch new products and/or services
- Promote your company image and build your brand
- Ample networking opportunities with direct access to key decision makers
- Establish strategic partnerships
- Position your company as an industry leader
- Demonstrate innovative products and services
- Expand loyalty and build opportunities with existing clients
- Increase credibility through your participation

## Anticipated geographical breakdown of Attendees for 2014



The anticipated attendee numbers will be around the 800 mark and will be categorized as indicated based on their area of focus



Previous SCAR Open Science Conferences

Portland, Oregon.....	<b>2012</b>
Buenos Aires .....	<b>2010</b>
St Petersburg .....	<b>2008</b>
Hobart .....	<b>2006</b>
Bremen .....	<b>2004</b>

## The Programme

The exhibition will be open from the Welcome Reception on Sunday 24 August until the end of the Open Science Conference on Thursday 28 August.

The participants will be provided with morning tea and afternoon tea each day in the exhibition area. They will be provided with lunch on 25 and 26 August. On other days participants are likely to leave the venue to have their lunch at local eateries.

	Sat 23 Aug	Sun 24 Aug	Mon 25 Aug	Tues 26 Aug	Wed 27 Aug	Thurs 28 Aug	Fri 29 Aug	Sat 30 Aug	Sun 31 Aug	Mon 1 Sept	Tues 2 Sept	Wed 3 Sept
<b>Auckland</b>	SCAR Workshops	SCAR Business Meetings SCAR Registration and Welcome Reception	SCAR Open Science Conference COMNAP IceFest	SCAR Open Science Conference IceFest	SCAR Open Science Conference IceFest	SCAR Open Science Conference IceFest	SCAR Business Meetings		ICSU	ICSU	ICSU	ICSU
<b>Christchurch</b>					COMNAP	COMNAP	COMNAP					
							IceFest	IceFest	IceFest			

# Sponsorship Opportunities

Overview	Platinum NZ\$20,000 excl GST	Gold NZ\$10,000 excl GST	Silver NZ\$5,000 excl GST	Bronze NZ\$2,500 excl GST
<b>Registrations</b>				
Complimentary delegate registrations (including sessions, morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and the Welcome Reception)	6	3	1	
Complimentary catering for exhibitors' staff (including morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception).	5	2	2	2
<b>Exhibition</b>				
Exhibition stand	7.2 sqm			
Exhibition pod		1	1	1
<b>Verbal Acknowledgement</b>				
Verbal acknowledgement of your sponsorship during the opening and closing sessions	✓	✓		
<b>Prominent Logo Placement</b>				
Company logo on the website	Linked to company website	Linked to company website	Linked to company website	Company name on the website
Company logo in the Conference Handbook	✓	✓	✓	Company name in the handbook
Company logo on the Conference signage	✓	✓	✓	
<b>Advertising</b>				
Colour advertisement in the Conference Handbook (artwork to be supplied by you)	Single page	Half page	Quarter page	
Opportunity to place the following items in the Conference satchels	Single A4 flyer	Single A4 flyer	Single A4 flyer	
Company listing in the Conference Handbook	200 words	150 words	100 words	Company name and contact details
<b>Delegate Information</b>				
Copy of delegate list (name, organisation, state, country, email). Names are limited to those who have agreed to name disclosure.	2 weeks prior, 1 week prior & 1 week after	1 week prior and 1 week after	1 week prior and 1 week after	at the Conference and 1 week after

Delegate registration includes:

- Attendance at the Exhibition
- Attendance at all sessions
- Satchel and contents
- Attendance at the Welcome Reception
- Morning and afternoon teas
- Lunches on 25 & 26 August

Exhibitor staff passes include:

- Attendance at the Exhibition
- Satchel and contents
- Attendance at the Welcome Reception
- Morning and afternoon teas
- Lunches on 25 & 26 August

## Sponsorship Opportunities

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### **PLATINUM SPONSOR** – NZ\$20,000 + GST (only 3 packages available)

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As a Platinum Sponsor you will be recognised as a major sponsor of the Conference.

**Benefits:**

**Registration**

- Six (6) delegate registrations including sessions, morning tea, afternoon tea only on all applicable days, lunch on 25 & 26 August and Welcome Reception
- Five (5) exhibitor staff passes (morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception)

**Exhibition Space**

- Complimentary exhibition space of 7.2m<sup>2</sup> in the exhibition foyer

**Profile**

- Premium complimentary space measuring 7.2m<sup>2</sup> in a prime location of the exhibition foyer
- Verbal acknowledgement as a Platinum Sponsor at the Opening and Closing ceremonies
- Company logo on website with a hyperlink to your nominated website
- Company logo and profile (200 words) in the handbook
- Company logo on Conference directional signage
- One full page advertisement in the handbook (artwork supplied by you)
- One insert in the satchel (to be supplied by you)
- Access to delegate list (2 weeks prior to the Conference and updates 1 week prior to and immediately after the Conference)

### **GOLD SPONSOR** – NZ\$10,000 + GST (only 5 packages available)

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As a Gold Sponsor you will be recognised as a key sponsor of the Conference.

**Benefits:**

**Registration**

- Three (3) delegate registrations including sessions, morning tea, afternoon tea on all applicable



days, lunch on 25 & 26 August and Welcome Reception

- Two (2) exhibitor staff passes (morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception)

#### **Exhibition Space**

- Complimentary pod in the exhibition foyer (premium position)

#### **Profile**

- Verbal acknowledgement as a Gold Sponsor at the Opening and Closing ceremonies
- Company logo on website with a hyperlink to your nominated website
- Company logo and profile (150 words) in the handbook
- Company logo on Conference directional signage
- Half page advertisement in the handbook (artwork supplied by you)
- One insert in the satchel (to be supplied by you)
- Access to delegate list (1 week prior to the Conference and immediately after the Conference)

## **SILVER SPONSOR – NZ\$5,000 + GST**

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#### *Benefits:*

#### **Registration**

- One (1) delegate registration including sessions, morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception
- Two (2) exhibitor staff passes (morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception)

#### **Exhibition**

- Complimentary pod in the exhibition foyer

#### **Profile**

- Company logo on website with a hyperlink to your nominated website
- Company logo and profile (100 words) in the handbook
- Company logo on Conference directional signage
- Quarter page advertisement in the handbook (artwork supplied by you)
- One insert in the satchel (to be supplied by you)
- Access to delegate list (1 week prior to the Conference and immediately after the Conference)

## **BRONZE SPONSOR – NZ\$2,500 + GST**

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#### *Benefits:*

#### **Registration**

- Two (2) exhibitor staff passes (morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception)

#### **Exhibition Space**

- Complimentary pod in the exhibition foyer

#### **Profile**

- Company name on Conference website
- Company name in the Conference handbook
- Access to delegate list (at the Conference and immediately after)

# Additional Sponsorship Opportunities

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## WELCOME RECEPTION SPONSOR – NZ\$4,000 + GST

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### Registration

- One (1) Conference registration including sessions, morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception
- Two (2) additional tickets to Welcome Reception

### Exhibition Space

- Complimentary pod in the exhibition foyer
- One (1) exhibitor pass with access to morning tea and afternoon tea on all applicable days, lunch on 25 and 26 August and Welcome Reception

### Profile

- Naming rights to Welcome Reception
- Verbal acknowledgement at Welcome Reception
- Opportunity to display a free standing banner (or other static display) at the Welcome Reception
- Company logo on Conference website
- Quarter page advertisement in Conference handbook (artwork supplied by sponsor)
- Opportunity to place one insert in the Conference satchel
- You are invited to submit a 50 word company profile to be included in the Conference handbook
- Access to delegate list after the Conference

## LUNCH SPONSOR – NZ\$3,000 + GST

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### Registration

- One (1) Conference registration including sessions, morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception

### Profile

- Opportunity to have pull up banners near the catering stations during the sponsored Lunch
- Company logo as a holding slide in the session room during the Lunches on 25 & 26 August
- Company logo on Conference website
- Opportunity to place one insert in the Conference satchel
- Access to delegate list after the Conference

## WIFI SPONSOR – NZ\$2,000 + GST (exclusive opportunity)

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### Registration

- One (1) Conference registration including sessions, morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception

### Profile

- Company logo on Conference website
- Opportunity for Sponsor webpage to appear first after the login process
- Opportunity to place one insert in the Conference satchel
- You are invited to submit a 50 word company profile to be included in the Conference handbook
- Access to delegate list after the Conference

## **CONFERENCE LANYARDS** – NZ\$2,000 + GST (exclusive opportunity)

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### **Registration**

- One (1) Conference registration including sessions, morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception

### **Profile**

- Company logo on Conference lanyards **(to be supplied by sponsor)**
- Company logo on Conference website
- Opportunity to place one insert in the Conference satchel
- Access to delegate list after the Conference

## **CONFERENCE USBs** – NZ\$2,000 + GST (exclusive opportunity)

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### **Registration**

- One (1) Conference registration including sessions, morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception

### **Profile**

- Company logo on Conference USB's **(to be supplied by sponsor)**
- Company logo on Conference website
- Opportunity to place one insert in the Conference satchel
- Access to delegate list after the Conference

## **STATIONERY SPONSOR** – NZ\$2,000 + GST (exclusive opportunity)

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### **Registration**

- One (1) Conference registration including sessions, morning tea, afternoon tea on all applicable days, lunch on 25 & 26 August and Welcome Reception

### **Profile**

- Company logo on Conference Pens and Pads **(to be supplied by sponsor)**
- Company logo on Conference website
- Opportunity to place one insert in the Conference satchel
- Access to delegate list after the Conference

# Exhibition Information

## Preliminary Exhibition Timetable

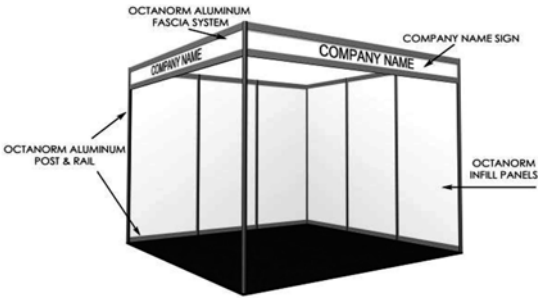
(Final timings will be published in the Sponsorship and Exhibition Manual)

24 August	Build and dressing of stands Exhibition open during the Welcome Reception
25 August	Exhibition open
26 August	Exhibition open
27 August	Exhibition open
28 August	Exhibition open Dismantling (following afternoon tea)

Morning tea and afternoon tea is provided each day in the exhibition area. Lunch will be provided on 25 and 26 August.

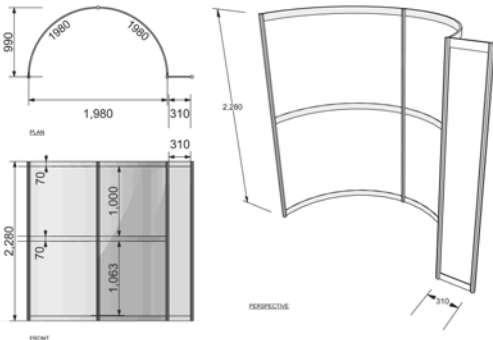
### Platinum Sponsors - Display Stands

- 3m long x 2.4m wide (7.2m<sup>2</sup>)
- Shell Scheme Octanorm stand with fascia sign provided if not using custom stand
- White Octanorm wall panels 2.4m high
- 2 spotlights
- One (1) x 10amp power point



### Gold, Silver, Bronze Sponsors - Pods

- 1.98m frontage x 1m deep
- One (1) x 10amp power point
- White Octanorm wall panels 2.3m high



# Application for Sponsorship

## Terms and Conditions

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### **Booking and Payment**

All prices are quoted in New Zealand dollars and exclude GST (Goods and Services Tax). GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 15%).

If you are registered for New Zealand GST with the New Zealand Inland Revenue Department, the GST paid may be reclaimed on your GST returns.

Sponsorship packages will be allocated only on receipt of the signed hard copy booking form (i.e. a first come, first served basis).

Confirmation will be sent together with a tax invoice for the required 50% deposit. The deposit is payable within 20 days of date of tax invoice. If the deposit is not received within this timeframe then you relinquish your right to the requested sponsorship package.

The balance will be invoiced on 10th March 2014, to be paid by 31st March 2014. Applications made after 31st March 2014 must include full payment.

All payments should be made in New Zealand dollars by credit card or bank transfer.

All payments due must be received by the Conference Managers prior to the Conference.

Sponsors consent to their contact details being shared with Conference suppliers and contractors.

### **Cancellation Policy**

If notification of cancellation of sponsorship is received in writing:

- prior to 30th November 2013, your deposit will be refunded in full, less 20% administration fee
- between 1st December 2013 and 31st March 2014 you are liable for 50% of the package selected
- from 1st April 2014, you are liable for 100% of the package selected.

The Organising Committee reserves the right to cancel the Conference not later than 31st March 2014 in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.

### **We invite your support**

Thank you for taking the time to consider the possibilities the 2014 SCAR Conference has to offer.

If you have made your choices, please complete and return to us the Application for Sponsorship form. If we can assist with further information, or discussing other opportunities, please contact the SCAR Sponsorship Manager.

We hope that you are as enthusiastic about the opportunities that are available as we are and look forward to welcoming you to Auckland in August 2014.

### **Contact:**

Nihal Fernandez  
Sponsorship Manager  
on behalf of the Local Organising Committee  
The Conference Company  
PO Box 90040, Auckland 1142, New Zealand  
Email: [nf@tcc.co.nz](mailto:nf@tcc.co.nz)

# 2014 SCAR Conference

## Application for Sponsorship

We apply for sponsorship/exhibition in accordance with the terms and conditions set out in the prospectus.

Signed

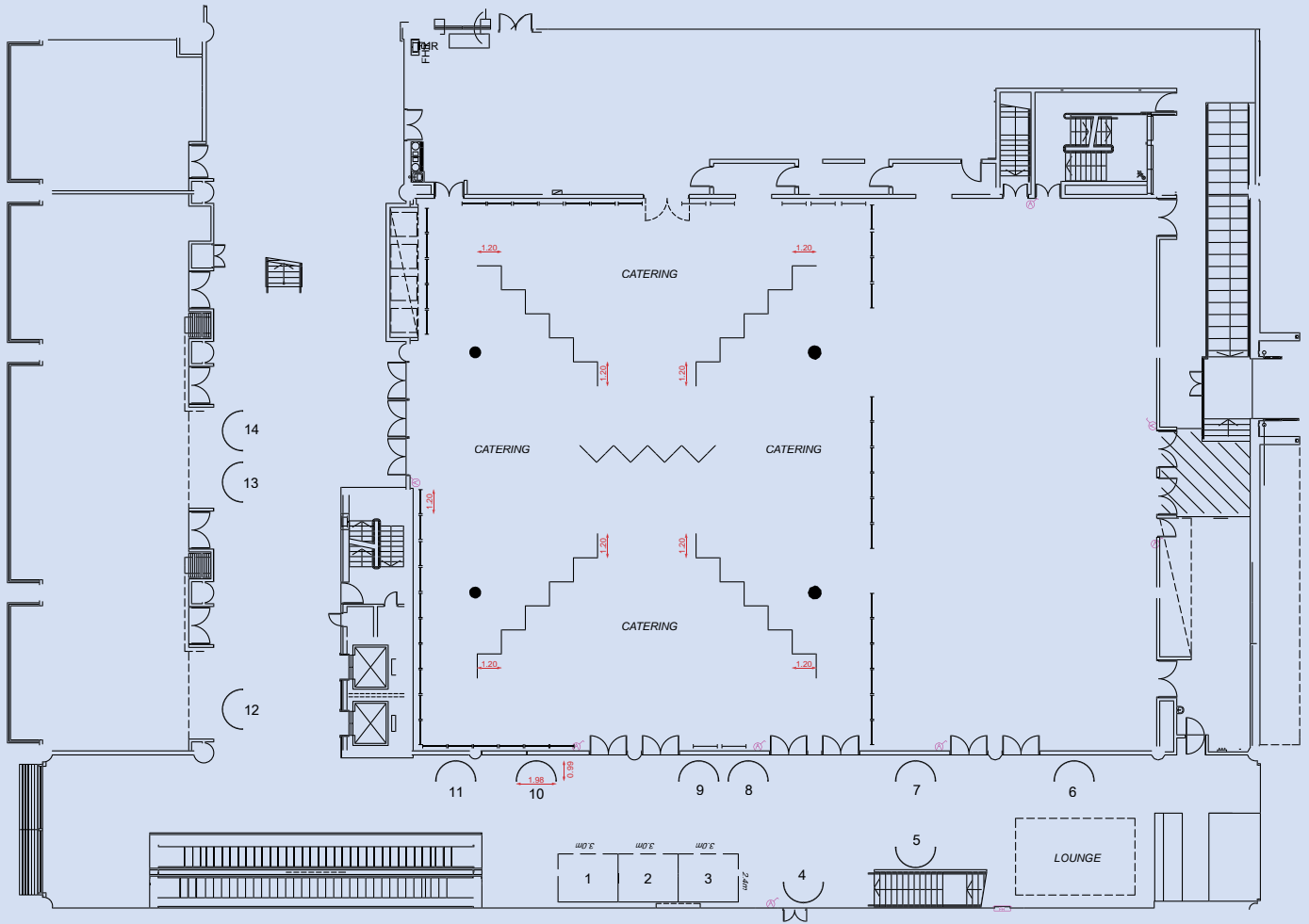
Date

Please forward this form to Nihal Fernandez:

- Email:** nf@tcc.co.nz
- Fax:** +64 9 360 1242
- Post:** The Conference Company, PO Box 90040, Auckland, 1142, New Zealand

Company Details			
Company			
Postal Address			
Contact Person			
Email			
Telephone	Mobile	Facsimile	
Sponsorship requirements			
	Sponsor	NZ\$	
	Sponsor	NZ\$	
	Sponsor	NZ\$	
	Sponsor	NZ\$	
Payment			
		Sponsorship/Exhibition total	NZ\$
		GST @ 15%	
		Total	NZ\$
	I will make payment by electronic transfer, please issue me with an invoice		
	I would like to pay by credit card, please contact me using the contact details above		

# Exhibition Stand Plan



[www.scar2014.com](http://www.scar2014.com)

## Contact

Nihal Fernandez,

*Sponsorship Manager on behalf of the SCAR Local Organising Committee*

The Conference Company

Email: [nf@tcc.co.nz](mailto:nf@tcc.co.nz), Telephone +64 9 360 1240

Postal: PO Box 90040, Auckland 1142, New Zealand