



**Potatoes Conference**  
12-13 August 2025      Ōtautahi Christchurch

# SPONSORSHIP AND EXHIBITOR PROSPECTUS

The leading event for the New Zealand potato industry.

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**Venue:** Christchurch Town Hall, Canterbury

**Dates:** Tuesday 12 to Wednesday 13 August 2025

## Welcome

Join Potatoes New Zealand in Ōtautahi Christchurch for the exceptional 2025 Potatoes Conference.

Tēna koutou katoa,

Potatoes New Zealand looks forward to hosting the 2025 Potatoes New Zealand Conference.

The program promises a high calibre of speakers with a focus on relevant topics and issues for the industry, such as: innovation, research, agritech and consumer trends.

The theme **“Innovating for the Future”** is both an affirmation of Potatoes New Zealand’s current strategy and trajectory, as well as the motivation to innovate and push best practice and industry outcomes. The theme also encompasses the people; thriving communities with healthy growers and industry; wellbeing of our families, and consumers; and for the contribution the potato industry provides to the Aotearoa economy.

Held at the Christchurch Town Hall, which has recently been restored and refurbished. This heritage listed venue is within easy walking distance of entertainment and recreation options, along with key transport links if you’re looking to make a longer holiday of your stay.

The Christchurch Town Hall is nestled on the banks of the picturesque Avon River where you can enjoy flat bottom punting, a stroll or cycle beside the river or adventure further to explore the stunning Christchurch Botanical Gardens or the green expanse of Hagley Park.

Being a modern, world class facility, the Christchurch Town Hall’s Limes Room offers a conference area with stunning views of Victoria Square and the Victoria Room has an open-plan exhibition space, which is the perfect opportunity to showcase your products and services to potato grower businesses from around Aotearoa New Zealand.

We have a wide range of superb sponsorship opportunities available to get your brand in front of attendees.

Please take a look through this sponsorship prospectus to see what opportunities are available. If you have any queries, please contact the friendly conference team.

We look forward to working with you on another successful Potatoes Conference—the highlight of our industry’s annual calendar.

Ngā mihi nui



**Kate Truffitt**  
Chief Executive  
Potatoes New Zealand



## Sponsorship and Exhibitor Opportunities

Potatoes New Zealand invites you to be an essential part of the 2025 Potatoes Conference by showing your support as a sponsor and/or exhibitor. Be sure to secure your sponsorship package early so you can receive optimum acknowledgement and coverage.

### Delegate profile

We are expecting between 150 to 200 attendees, made up of New Zealand potato growers, and industry representatives and thought leaders.

### Why participate

The biannual conference offers you the opportunity to connect directly with potato growers and to network with a wide range of representatives from across the industry.

### Confirm early and make the most of your participation and promotional opportunities\*

Confirmation of your sponsorship and exhibitor stand as early as possible will ensure a higher level of exposure and greater opportunity for profile in conference promotional activity. This is a key forum for raising your visibility in the sector.

\*Please note: Sponsor packages and Exhibition stands do not include conference registration. All representatives must register separately to attend.

## 10 Great reasons to sponsor and exhibit

1. Raise your profile by showing your support for the potato industry
2. Reinforce your credentials as a key player in the industry
3. Build your brand by reaching nationwide potato growers
4. Publicise your products and services
5. Launch a new product or service and generate media interest
6. Interact with key people in the industry at sessions and social events
7. Develop strong relationships with your clients
8. Give delegates a full appreciation of your brand by receiving instant feedback and being able to answer questions in person
9. Align your business with a powerful education experience demonstrating your commitment to the industry
10. Gather first hand insights from delegates.



## Dinner Catering

One Opportunity	Details	Investment (ex GST)
<b>Conference Dinner Sponsor</b>	<b>Company Acknowledgement</b> The conference dinner is your opportunity to have your brand prominently displayed in a relaxed atmosphere at the Conference dinner. The Conference dinner will be held at the Christchurch Town Hall in the same room as the Conference, the sponsor will have exclusivity for this event. The benefits are: <ul style="list-style-type: none"> <li>• Your organisation recognised as the Conference Dinner Sponsor</li> <li>• 4 x pull up banners at dinner venue (supplied by sponsor)</li> <li>• 3-minute speech at the dinner</li> <li>• Your organisation acknowledged on the Dinner menu brochure</li> </ul>	<b>\$8,000</b>

## Day Time Catering

Two Opportunities	Investment (ex GST)
<b>Wednesday - One hour Morning Break Sponsor (Christchurch Town Hall)</b>	<b>\$4,000</b>
<b>Wednesday - One hour Afternoon Break Sponsor (Christchurch Town Hall)</b>	<b>\$4,000</b>

### Company Acknowledgement

- Catering sponsors will be acknowledged at conference with a slide featuring their logo
- Catering sponsors will also have the opportunity to place two free-standing company banners (2m x 1m wide) within an agreed conference area, and company branding on catering tables
- Specific sponsorship acknowledgement via conference emails and website
- Verbal acknowledgement at the conference
- Logo on the conference website sponsor page with hyperlink to the sponsor's website
- Logo and profile with key contact details in the conference app.



## Coffee Carts

Enhance the conference and exhibition space by having fresh barista coffee available for attendees, all day Wednesday.

Two Opportunities	Investment (ex GST)
<b>Coffee Cart Sponsor</b>	<b>\$5,500</b>
<b>Coffee Cart and Lounge Sponsor</b> This includes a dedicated lounge area along with the coffee cart.	<b>\$8,500</b>

### Company Acknowledgement

Have your brand acknowledged as the Coffee Cart Sponsor and use this time to network with delegates as they queue for complimentary coffee. Sponsorship includes branding of the coffee cart. The benefits of your investment are:

- An opportunity to provide branded signage for the front of the coffee cart and branded coffee cups (at sponsor's cost)
- Verbal acknowledgement at the conference
- Logo on the conference website sponsor page with hyperlink to the sponsor's website
- Logo and profile with key contact details in the conference app



## Conference Bag

One Opportunity	Investment (ex GST)
Conference Bag Sponsor	\$4,000

### Company Acknowledgement

Bags are received upon arrival at the venue and delegates use them as part of attending the conference. Sponsorship of these gives you the chance to show delegates your brand and the values you see in the sector. On the Bag will be your logo and Potatoes New Zealand's logo.

If you would like to donate an item to be included in the conference bag, please [contact info@potatoesnz.co.nz](mailto:contact.info@potatoesnz.co.nz)

## Conference Lanyard

Opportunity	Investment (ex GST)
Conference Lanyard Sponsor	\$4,000

### Company Acknowledgement

All delegates are required to wear the conference lanyard that holds their personalised nametag for the duration of the conference. This is prime location for your logo to be displayed. Your logo will be located on the lanyard.



## Speakers

Two Opportunities	Investment (ex GST)
Keynote Speaker 1	\$4,000
Keynote Speaker 2	\$4,000

### Company Acknowledgement

Let's bring some great speakers to the 2025 Potatoes Conference, in return your benefits are:

- Your organisation is acknowledged with speaker details on website
- Opportunity to introduce speaker
- Listed as Speaker Sponsor with full colour logo on event website with hyperlink to your website.

## Panel Discussion

Two opportunities	Investment (ex GST)
Panel Discussion 1	\$3,000
Panel Discussion 2	\$3,000

### Company Acknowledgement

- Specific sponsorship acknowledgement via conference emails and website
- Verbal acknowledgement at the conference
- Logo on the conference website sponsor page with hyperlink to the sponsor's website
- Opportunity to place one free-standing company banner (2m x 1m wide) during the panel discussion within an agreed conference area
- Logo and profile with key contact details in the conference app.



## Field Trip Sponsor

Opportunity	Investment (ex GST)
Tuesday Field Trip Sponsor	\$3,000

### Company Acknowledgement

Your brand will be associated with the field trip and the transport. The benefits of your investment are:

- Your organisation recognised as the Conference field trip coach sponsor in all print and electronic material
- Your logo on signage in the bus window
- Pull up banner at door of coach when loading and unloading (banner supplied by sponsor)

## Product Showcase

Two Opportunities Available	Investment (ex GST)
This is an opportunity to promote an innovative product or service by way of a presentation (5 minutes max, pre-recorded preferred).	\$3,000

### Benefits to You

- Your presentation will be during the Wednesday conference session
- It will get maximum exposure, as all conference attendees are likely to be in the room
- Your company representatives who have registered for the conference can be available at tea breaks and lunch to answer any questions from attendees.

### How it works:

- To qualify, your product or service must be innovative
- You provide Potatoes New Zealand with your pre-recorded presentation (or presentation notes) no later than 4 weeks prior to the conference
- Potatoes New Zealand will review your presentation to ensure it is on an innovative product or service and does not exceed 5 minutes. About 3 minutes is ideal length of time.
- If it does not meet the criteria, the sponsor will be asked to resubmit or have the opportunity to withdraw.

### Company Acknowledgement

- Specific sponsorship acknowledgement via Potatoes New Zealand conference emails and website
- Logo on the conference website sponsor page with hyperlink to the sponsor's website
- Verbal acknowledgement at the of the conference
- Logo and profile with key contact details in the conference app.

**Your opportunities do not stop here; should you wish to contribute in some other way - please contact Potatoes New Zealand.**



## Industry Exhibition

The Exhibition Hall (Victoria Room) is located directly opposite the Conference area and is the ideal venue to showcase your range of products and services. There will be one hour long morning and afternoon breaks on Conference Day, which is where catering will be served to ensure you have ample opportunity to network and demonstrate your products and services to all delegates.

All exhibitors must register separately for the conference. The trade stand area does not include delegate registration.

### Benefits to You

- Your company name listed on the conference website
- Your company logo, contact and profile in the conference app
- Site map of the exhibition with reference to exhibitor positions in conference app

### Exhibition Inclusions

Stands will be built with the following equipment included in the price:

- Back wall measuring 3.0 meter's, constructed of black fronrunner panel (Velcro receptive)
- Back wall 3m – Side walls 1.2m
- 10amp power supply
- Table and 2 chairs

### Exhibition Stand Application

Application for an exhibition space can be made by completing the application form (attached). A floor plan showing allocated space and booth numbers will be available once finalised. Stand allocation is on a 'first in' basis.

### Exhibition Timing

Times are subject to change

#### » Stand Setup

Tuesday 12 August 2025  
9am – 5pm  
Exhibitors pack in

#### » Stand Open

Wednesday 13 August 2025  
8am – 3pm

#### » Stand Breakdown

Wednesday 13 August 2023  
From 4pm  
Exhibitors pack out

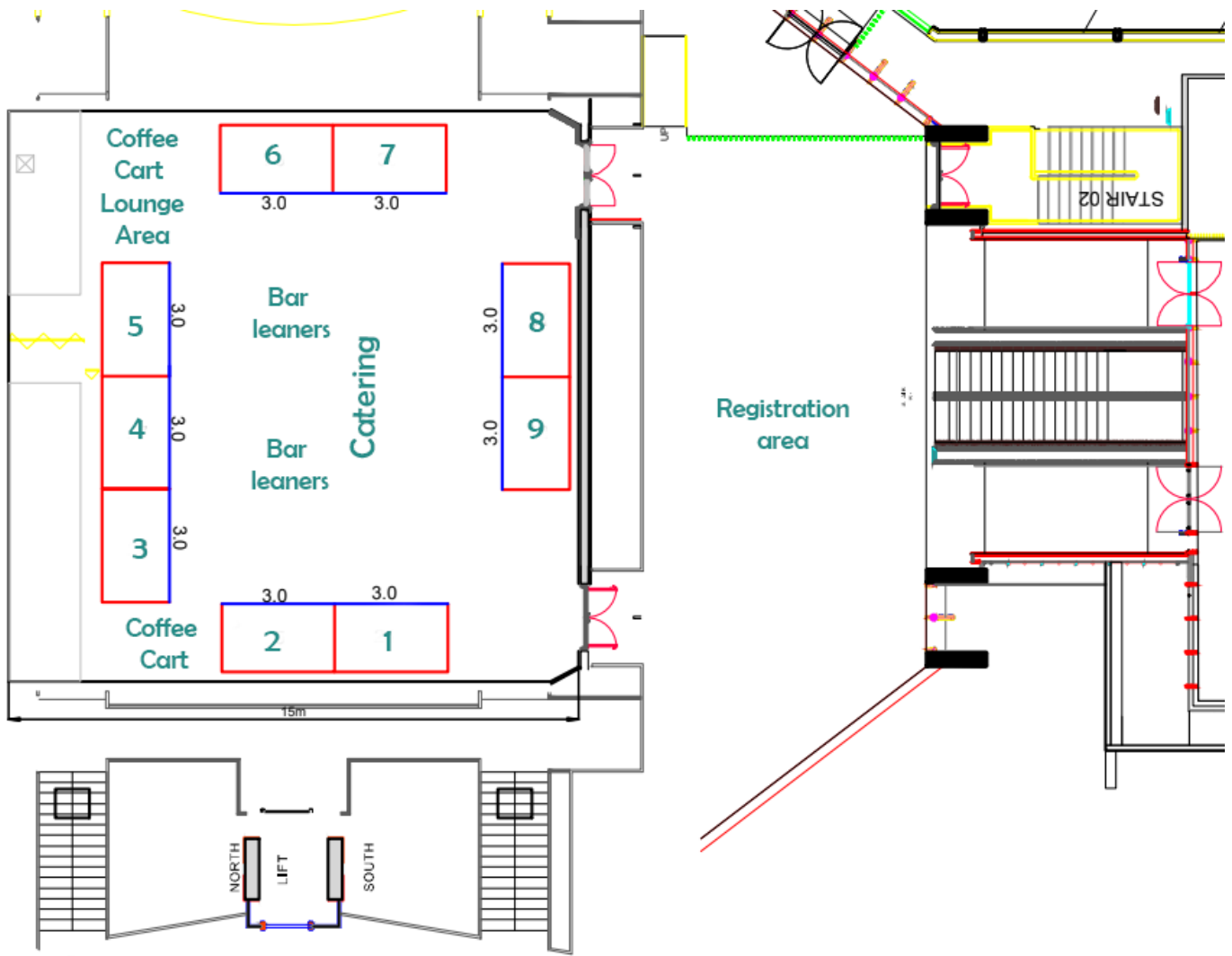
### Additional Equipment

Any additional furniture or equipment such as design and build facilities, additional sign requirements, etc can be ordered from the exhibit contractors, please contact Exhibition Hire for more details.

**Investment \$3,500**

## Exhibition Floor Plan

Please note: Potatoes New Zealand and the conference organisers reserve the right to amend the floor plan as required. Affected companies will be consulted.





## Terms and Conditions of Participation

To secure your sponsorship, please complete the booking form accompanying this prospectus, indicating your selection.

- Sponsorship packages and trade stands do not include conference registration. All representatives must register separately to attend. Your accommodation is not included and accommodation options will be listed on the conference website
- All sponsorship pricing is exclusive of GST
- On completion of the booking form, an invoice will be emailed to the key contact
- All sponsorship and exhibitor benefits in this prospectus pertain to the Potatoes Conference 2025, by Potatoes New Zealand.
- If sponsorship and exhibitor cancellation notification is received in writing prior to 2 June 2025, any monies will be refunded, less \$250 administration charge. After this date no refunds will apply. Any cancellation refund will be made at the conclusion of the conference
- In the event that we have to postpone the conference, we can transfer your booking to the new date, or refund you if you are unable to attend on the new date.

### Payment

Upon receipt of your stand application, an acknowledgement will be sent to you. Included with this acknowledgement will be an invoice. This payment must be received within 20 working days following receipt of the invoice to guarantee your sponsorship and allocation of space. Initial space allocations will be confirmed only upon receipt of this payment.

## Important Dates

**Friday 30 May 2025**

Deadline for sponsorship and exhibition bookings

**Monday 2 June 2025**

Full sponsorship cancellation penalties apply.

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## Contact Details

Thank you for your interest in sponsoring the exhibiting at the 2025 Potatoes Conference.

Please contact Potatoes New Zealand with any questions you may have about the sponsorship and exhibitor program.

Visit the conference website for regular updates:

<http://conference.potatoesnz.co.nz>

**Sheree Phillips**  
Conference Organiser

**0800 399 674**  
[info@potatoesnz.co.nz](mailto:info@potatoesnz.co.nz)

