



Sponsorship Prospectus

35th Annual ILANZ Conference
Tauranga | 27–28 July 2023

*Partner with us to connect,
support and lead the in-house
legal community*

ILANZ Profile

ILANZ was established in 1987 to meet the needs of in-house private sector, government and not for profit sector lawyers ("in-house lawyers") for national representation and networking. The establishment of ILANZ recognised the distinct interests and needs shared by lawyers providing professional services to their employers.

The number of lawyers practising in-house is growing with nearly 28% of all practising lawyers now undertaking in-house roles. 99% of in-house lawyers choose to be members of ILANZ.

Our core objective is to connect, lead and support the in-house profession. We seek to always be member focused, collaborative, quality driven and innovative.

ILANZ offers a variety of professional development and networking opportunities throughout the year both in the main centres and increasingly in regional areas. ILANZ also produces a monthly e-newsletter, provides members with ongoing information on items of interest and runs a website with articles and resources for in-house lawyers (ilanz.org).

Our flagship annual conference provides the opportunity for our members to gather together for two days of professional development, networking and collegial support. Each year we challenge ourselves to innovate and evolve whilst retaining the strengths of a conference rated consistently highly by participants.

Who we are

Membership typically comprises lawyers working for private and publicly listed companies, central government, local government, quasi-government bodies and regulatory agencies.

Conference Delegates

Delegates to the Conference cover a broader band of participants including:

- General and Legal Counsel from the largest publicly listed and private companies in New Zealand
- Chief Legal Advisers and Legal Counsel from government and Crown legal departments and Crown entities
- Compliance & legal managers
- Crown counsel
- Corporate services directors
- Academics
- Private law firm partners and senior associates
- Barristers
- Management and HR Consultants

Our core objective is to connect, lead and support the in-house profession.

We seek always to be member-focused, collaborative, quality driven and innovative.

35th Annual ILANZ Conference

Mercury Baypark in Tauranga will host the 35th Annual ILANZ Conference on Thursday 27 and Friday 28 July 2023.

From small beginnings, over thirty years ago, this Conference has grown to be the major event in our members' calendars, attracting more than 380 delegates.

ILANZ endeavours to provide significant networking opportunities for all delegates during the conference, particularly as many in-house lawyers work in small teams or as sole practitioners.

ILANZ also ensures delegates leave feeling challenged and motivated by providing a balanced programme – from big picture thinking to practical takeaways to well-being and personal development.

The conference will conclude with our Gala Dinner and Awards ceremony to be held at Mercury Baypark.

Destination and venue

Mercury Baypark

Tauranga, Bay of Plenty

Mercury Baypark is the hub of entertainment in the Bay of Plenty, within easy reach of Tauranga CBD and Mount Maunganui's pristine beaches.

Tauranga means 'place of rest or anchorage' and while the sparkling harbour and magnificent views make it a great place to relax and recharge, there's also plenty to keep you busy. The sprawling city is virtually surrounded by water – locals' lives consist of fishing, swimming, and simply enjoying the stunning views from walking tracks in Mt Maunganui and around Mauao itself.

Because of its rich resources, the region has been continuously occupied by Maori tribes. Today the Bay of Plenty has 35 iwi groups, the largest number of iwi within any region in New Zealand, and has the second largest Māori population.

Theme

Our conference is designed by in-house lawyers, for in-house lawyers. For 35 years we've brought the in-house legal community together to inspire professional and personal development.

This year's theme is Stand Tall Together |
Kia maia, Kia tū ngātahi.

Our Kaupapa for the conference is to empower us to reach our full potential and celebrate achievements when we come together.

This conference provides the opportunity to canvass a wide range of issues relevant to in-house lawyers – from legal to practice management and soft skills sessions.

The conference will provide an excellent opportunity to undertake targeted professional development towards CPD requirements.

All conference registrations include attendance at the Thursday Night Function and Niche Gala Dinner and ILANZ Awards on Friday 28 July 2023.

Conference highlights

- Professional development covering:
 - Leadership and management
 - Innovation
 - Legal operations
 - Effective teams
 - Wellbeing for individuals, teams and organisations
 - Litigation and prosecution
- Networking opportunities including:
 - Welcome function
 - Informal cocktail function
 - Gala and Awards Dinner

Conference sponsorship

Conference sponsorship is an opportunity for your organisation to gain maximum exposure and raise its profile within the legal profession in New Zealand. Over 3,300 in-house lawyers in New Zealand are ILANZ members and will receive conference marketing materials and communications. Other delegates from large private practice firms, legal service providers, consultants and barristers' chambers represent the rest of the senior level profession.

There are a range of sponsorship opportunities available at the 2023 conference and these are outlined in the following pages of this prospectus. We understand that you may have specific marketing and sponsorship goals, and we are also happy to discuss tailored sponsorship options with you.

Please contact ILANZ to discuss your requirements. All prices are in New Zealand dollars and are exclusive of GST, which will be applied at 15%.

Sponsorship opportunities

Leading: *We offer a number of opportunities for organisations to partner with us to assist us in leading the development of the in-house profession.*

Premier partner

~~Total investment — \$15,000 + GST~~
~~Two opportunities available~~ **SOLD**

Branding Benefits

- Your organisation will receive endorsement as a Premium Partner of the 35th Annual ILANZ Conference
- Promotion and acknowledgement as a Premium Partner via email including In-house Insider and conference emails which are sent to all ILANZ members and subscribers
- Your organisation logo, name and details (up to 50 words) included on the conference website
- Your organisation will be acknowledged as a Premium Partner on various conference publications and other marketing materials including social media
- Your organisation logo will be included on the conference **name tag** given to all delegates
- Acknowledgement by the Master of Ceremonies of your organisation as a Premium Partner at the opening of the Conference, and any other opportunities where possible
- Your organisation logo on holding slides in the Conference keynote and breakout rooms
- Your organisation logo, name and details (up to 50 words) included on the conference app.

Conference & Speaking Benefits

- Option of either:
 - An Exhibitor Showcase opportunity including all Exhibitor benefits listed on page 11 or
 - An opportunity to deliver or have input into a conference breakout session (content to be approved by the ILANZ Manager)
- Two complimentary conference registrations including tickets to the social functions (included in organisation's maximum delegate limit)

Additional Benefits

- Preferential selection of other conference sponsorship opportunities
- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims

Conference partner

Total Investment — \$7,500 + GST

Limited opportunities available

Branding Benefits

- Your organisation will receive endorsement as a Conference Partner of the ILANZ 35th Annual Conference
- Promotion via email including ILANZ In-House Insider and conference emails which are sent to all ILANZ members and subscribers
- Your organisation logo, name and details (up to 50 words) included on the conference website
- Your organisation logo on various conference publications and other marketing materials including social media
- Acknowledgement by the Master of Ceremonies of your organisation as a Conference Partner at the opening of the Conference, and any other opportunities where possible
- Your organisation logo on holding slides in the Conference keynote and breakout rooms

Conference & Speaking Benefits

- One complimentary conference registration including tickets to the social functions (included in organisation's maximum delegate limit)
- Option of either:
 - An Exhibitor Showcase opportunity including all Exhibitor benefits listed on page 11 or
 - An opportunity to brand a breakout session (content to be approved by the ILANZ Manager)

Additional Benefits

- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment
- List of opt-in conference delegates (with name, position and organisation) prior to the conference to assist with your networking and marketing aims

Connecting: *The ILANZ Conference offers a number of opportunities for participants to network and spend time discussing, and reflecting on, their conference experience. Events are structured both to give participants the opportunity to meet with longstanding colleagues and friends and to broaden their networks and make new connections. There is the opportunity to sponsor a networking event or connect our delegates through the conference app.*

Sponsor a networking event

Wednesday Night Welcome Function

CBK Craft Bar & Kitchen, Tauranga

Total Investment — \$5,000 + GST

One opportunity available

First impressions are important and with just over half of our conference participants being first timers, the welcome function is a great opportunity to begin their positive conference experience. This reception also provides the opportunity for seasoned conference goers to connect with newcomers and re-connect with familiar faces over a drink and nibbles.

Branding Benefits

- Naming rights to Welcome Function on Wednesday 26 July endorsing your organisation as the exclusive sponsor
- Your organisation logo, name and details (up to 20 words) included on the conference website
- A 2–3 minute speaking opportunity for an organisation representative at the function
- Happy to discuss other marketing opportunities with you

Thursday Night Function

Classic Flyers Museum, Mt Maunganui

Total Investment — \$10,000 + GST

One opportunity available

The Thursday Night Function is the first major social event of the Conference and a fantastic night of food, beverage and networking. Held on 27 July at Classic Flyers Museum, delegates will have the opportunity to network and find their competitive side in a prize winning activity.

Branding Benefits

- Naming rights to Thursday Night Function on Thursday 27 July endorsing your organisation as the exclusive sponsor
- Your organisation logo, name and details (up to 20 words) included on the conference website and app.

- Acknowledgement by the Master of Ceremonies of your organisation as the function sponsor
- Your organisation logo displayed prominently at the function

Conference & Speaking Benefits

- A 2–3 minute speaking opportunity for an organisation representative at the function
- Three complimentary tickets to the function

Additional Benefits

- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment

Gala Dinner Sponsor

~~Total Investment — \$15,000 + GST~~
One opportunity available **SOLD**

Our conference concludes with a formal dinner and awards function. Held on Friday 28 July at Mercury Baypark, our conference venue will be transformed into an elegant and exciting venue for an evening of celebration, entertainment, dancing and excellent food and wine.

Branding Benefits

- Naming rights to the Friday Night Gala and Awards Dinner on Friday 28 July endorsing your organisation as the exclusive sponsor (other than Awards funders)
- Your organisation logo, organisation name and details (up to 20 words) included on the conference website
- Acknowledgement by the Master of Ceremonies of your organisation as the function sponsor
- Your organisation logo displayed prominently at the function

Conference & Speaking Benefits

- A 2–3 minute speaking opportunity for an organisation representative at the function
- Three complimentary tickets to the Gala and Awards Dinner

Additional Benefits

- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims
- Opportunity for preferences to be accommodated in dinner seating selection

Supporting: An area to encourage the importance of wellbeing, we will be providing our conference participants with a range of opportunities to benefit their physical and mental wellbeing and ensure they are well primed to make the most of their conference experience.

Charging station

Total Investment — \$6,500 + GST

One opportunity available

An opportunity for conference participants to their devices during the conference.

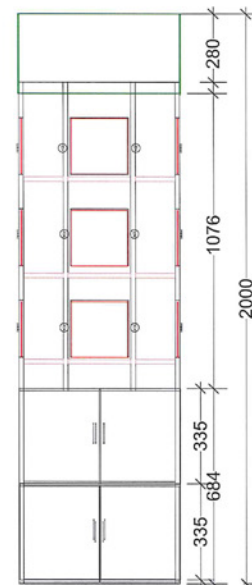
The Charging Station provides access to chargers for phones, laptops and tablets for most of the popular brands.

Branding Benefits

- Exclusive Organisation naming rights on the Charging Station
- Your Charging Station set up in prominent area in the conference venue to showcase your organisation

Additional Benefits

- Access to Conference Organisers' expertise to assist you in activating your sponsorship and maximising your investment
- Two complimentary conference registrations (social functions included)
- List of opt-in conference delegates (with name, position and organisation) prior to the conference to assist with your networking and marketing aims)
- Opportunity to upgrade to incorporate your Charging Station into a site at the Exhibitor Showcase for a negotiated fee



Conference app partner

Total Investment — \$7,500 + GST

One opportunity available

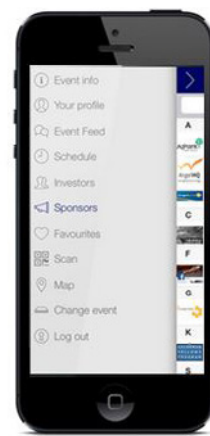
The conference app encourages engagement both before during and after the conference. Use of the app means attendees can tailor their conference experience and achieve their individual objectives; whether these are face-to-face networking, sharing contact information or recording CPD insights. The 2022 Conference had 424 app downloads, an increase of 90 downloads from the previous year, proving a growing popularity in delegates choosing to engage with technology and each other.

Branding Benefits

- Exclusive Organisation naming rights to the Conference App
- Organisation's logo on the Conference App
- Logo linked to **your website**
- Acknowledgement by the Master of Ceremonies as the Conference App Sponsor at all opportunities where possible

Additional Benefits

- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment
- A complimentary conference registration (social functions included)
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims
- Opportunity to upgrade to include a site in the Exhibitor Showcase for an additional fee



Awards funding and support

Total Investment per Award — \$5,750 + GST

Nine opportunities available

A highlight of the conference is the recognition and celebration of the achievements of members of the in-house community.

Award winners will be announced on Friday 28 July at the Awards and Gala Dinner.

Branding Benefits

- Naming rights to one award
- Acknowledgement by the Master of Ceremonies of your organisation as the award sponsor
- Your company logo, company name and details (up to 20 words) included on the conference website

Conference & Speaking Benefits

- Opportunity to present the award and speak for two minutes
- Two complimentary tickets to the Gala Dinner and Awards Ceremony

1. **Private Sector In-House Lawyer Of The Year**

SOLD

Total Investment — \$5,750 + GST

2. **Public Sector In-House Lawyer Of The Year**

SOLD

Total Investment — \$5,750 + GST

3. **New In-House Lawyer Of The Year**

SOLD

Total Investment — \$5,750 + GST

4. **Community Contribution Award**

SOLD

Total Investment — \$5,750 + GST

5. **Small In-House Team Of The Year**

SOLD

Total Investment — \$5,750 + GST

6. **Private Sector In-House Team Of The Year**

SOLD

Total Investment — \$5,750 + GST

7. **Public Sector In-House Team Of The Year**

SOLD

Total Investment — \$5,750 + GST

8. **In-House Innovation Award**

SOLD

Total Investment — \$5,750 + GST

9. **People And Cultural**

SOLD

Excellence Team Award

Total Investment — \$5,750 + GST

10. **Sole In-house Lawyer Of The Year Award**

Total Investment — \$5,750 + GST



Exhibitor showcase

Total Investment — \$5,000 + GST

Limited opportunities available

**6 STANDS
REMAINING**

Branding Benefits

- You will receive a space within a prominent area in the conference venue to showcase your organisation
- Opportunity to brand and activate your organisation's space

Additional Benefits

- Access to Conference Organisers' expertise to assist you in activating your exhibition stand and maximising your investment
- One conference registration (social functions included)
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims
- Opportunity to upgrade to a large or extra-large set up for a negotiated fee
- Additional registrations are \$750 + GST



Exhibition Showcase Details

- Space size: 2m x 1m
- Included with your exhibition space:
- One white counter
- Two bar stools
- Four power outlets

Coffee cart partner

Total Investment — \$3,500 + GST per cart

Two carts available

BOTH SOLD

Branding Benefits

- Organisation naming rights to your Conference Coffee Cart
- Opportunity for your logo and signage to be placed in the area
- Acknowledgement by the MC as the Coffee Cart sponsor
- Opportunity to brand reusable coffee cups (all branding costs and reusable cups will be additional and at the sponsors expense)

Cancellation policy

Sponsors are required to inform ILANZ as soon as possible if they wish to cancel their sponsorship package or exhibition showcase reservation.

Cancellations will only become effective upon receipt of written notice from the sponsor or exhibitor.

Cancellation by a sponsor will result in the following:

- Prior to Wednesday 3 May 2023 – amount paid will be refunded in full minus a \$250 +GST administration fee
- After Wednesday 3 May 2023 – no refund will be made and cancelled sponsorship will be reallocated by conference organisers

Terms & conditions

Sponsorship opportunities will be allocated on a first in first served basis.

ILANZ and the conference organisers will take all diligent care to fulfil the listed sponsorship commitments.

The sponsors are responsible for providing all their requirements other than those specified in this document as being provided by the Conference.

If you purchase more than one conference sponsorship package the Conference Organisers will work with you to tailor the benefits where applicable.

Sponsors are responsible for the security of their own equipment and materials whilst at the Conference.

Your sponsorship selection will be confirmed upon receipt of payment.

ILANZ and the conference organisers reserve the right to alter the conference programme and layout if required.