

20
/
19

*Vulnerable communities
and the equity challenge within the
New Zealand health sector*

CLOSING *the GAP*

Dietitians New Zealand

EMPOWERING KIWIS
TO EAT WELL

2019 CONFERENCE
EXHIBITOR
PROSPECTUS

CLOSING THE GAP

Dietitians New Zealand is the *professional association* for registered dietitians, dietetic students and associated nutrition professionals. With a membership of *over 600*, we represent the largest group of food and nutrition professionals in New Zealand.

We work to *empower all New Zealanders* about food and nutrition. We do this by raising the standard of dietetic practice, professional leadership, advocacy and lobbying and raising awareness of nutrition and its role in health and wellness.

We invite you to participate in the Dietitians New Zealand 2019 Conference to be held at The University of Auckland, Grafton campus on September 2-3, 2019. Our theme, *Closing the gap*, focuses on our most vulnerable communities and the equity challenge that currently exists within the New Zealand health sector. A call for abstracts has opened to members and stakeholders, and the event will include a mix of original research, topical debates and workshop style learning. With a speaker line-up that includes 2014 New Zealander of the year, Dr Lance O'Sullivan and business leader and entrepreneur Laura Humphreys, the conference is shaping up to be an exciting couple of days.

We are expecting over 250 delegates with streams including:

- Diabetes
- Paediatrics and child wellbeing
- Intensive care
- Business and media
- Oncology
- Gerontology
- Industry and public health



Our theme, CLOSING THE GAP, focuses on our most vulnerable communities and the EQUITY CHALLENGE that currently exists within the New Zealand health sector.

CLOSING THE GAP

Cocktail function

Also included this year is a cocktail function amongst the trades on Monday evening, providing our sponsors and trade delegates the opportunity to engage, network and collaborate with dietitians and nutrition professionals in a fun and meaningful way.

The conference will inspire delegates and exhibitors with new content and learning opportunities as well as ample opportunity to network among their peers in the beautiful surrounds of The University of Auckland.

Why be involved with Dietitians New Zealand?

Dietitians are consumers of nutrition supplies and equipment, IT solutions to help make the running of their business smoother, educational resources and on-going training opportunities to keep them up to date with current research, techniques and standards of care. This is your chance to engage with and share your products and messages to some of New Zealand's most well-regarded dietitians and nutrition professionals. Your participation in the Dietitians New Zealand 2019 conference is a unique opportunity to:

- Promote your brand to over 250 registered dietitians, dietetic students and associated nutrition professionals and commentators
- Showcase what products and services your organisation has to offer directly to a targeted audience and increase your own customer base
- Engage, network and collaborate with dietitians and associated nutritional professionals to gather feedback, information and share ideas

for mutual benefit

- Maximise delegate visitors to your exhibition booth through participation in the cocktail function event and 'exhibitor passport' competition.

In addition, all delegates, Dietitians New Zealand council and staff will enjoy their morning and afternoon teas and lunches co-located among the Exhibitor booths, allowing optimal opportunity for our exhibitor partners to showcase and interact with delegates through the conference.

Submit your booking application now!

No matter the size of your business, or the size of your budget, we have a range of conference options for you to choose from. These include gold, silver, bronze or marketplace packages; support of a keynote speaker, support of the cocktail function, and/ or support of an award at the annual awards ceremony.

Dietitians New Zealand values the relationships we have with other organisations and are keen to work with you for mutual benefit. To discuss an alternative tailor-made sponsorship package, please contact:

General Manager

Kath Fouhy

Email: ceo@dietitians.org.nz

Phone: +64 21 1044416 or +64 4 477 4704

Exhibition space

The Trade Exhibition and Marketplace will be held in the Atrium at Auckland University which is the main entry and circulation space for the campus.

This is your chance to ENGAGE with some of New Zealand's most well-regarded dietitians and nutrition professionals

CLOSING THE GAP

Exhibition booth sizes will vary depending on the type of package purchased.

Dietitians New Zealand will use the services of the university's display company for the provision and set-up of all exhibition booths. They will work directly with you and will provide you with all relevant information including pack in and pack out times.

Should you have any specific enquiry prior to the company contacting you please don't hesitate to contact Dietitians New Zealand General Manager, Kath Fouhy.

The marketplace

The conference marketplace is a bustling area of trade exhibition space, jam packed with new products, produce and passionate business owners, with a focus on nutrition and health. Up to four standard exhibitor booths will be transformed to accommodate two exhibitors per booth

We recognise that starting up a food business can be tough, and while many of you would love to engage with dietitians through the trade exhibition, we acknowledge that this may be cost prohibitive when starting out. Dietitians New Zealand values the opportunity to develop a relationship with you and your business and the marketplace provides you with the opportunity to engage face-to-face with dietitians at a reduced cost.

Satchel information and product inserts may also be purchased separately.

Awards sponsorship

Young achiever award

This award recognises a dietitian, who within

five years of registration, excels in an aspect of dietetic practice in New Zealand, beyond the usual requirements of his/her job.

The young achiever award was introduced by past President Gillian Tustin in 1992 and was first awarded at the 50th Jubilee Conference in 1993, to Glenys Henshaw. The award may be made in any one of the following categories:

- Excellent publication in a professional Journal
- Excellent presentation at a professional meeting
- Excellent contribution in an area of dietetic research/practice
- Creation of an innovative educational/special/ community project
- Significant leadership potential, and service to Dietitians New Zealand to date.

Bernice Kelly award

The Bernice Kelly award is awarded to the most improved full-time dietetic student from either the University of Otago, Massey University or the University of Auckland.

The Award, established in 1999, is named for Bernice Elisabeth Kelly. Bernice registered as a dietitian in 1956 and worked in the profession until 1990. Her last position was as Advisory Dietitian, Department of Health for 20 years where she was Registrar of the Dietitians Board. She was a prime mover of the curriculum review and introduced the first competency-based dietetic training. The naming of this award for Bernice Kelly recognises her contribution to the training of New Zealand dietitians for many years.

The conference MARKETPLACE is a bustling area OF TRADE EXHIBITION SPACE, jam packed with new products, produce and passionate business owners

CLOSING THE GAP CONFERENCE PACKAGES

Prices for the *Closing the gap* conference

All costs are quoted in New Zealand dollars and exclusive of GST.

Packages	Gold	Silver	Bronze	Marketplace	Keynote speaker	Cocktail function	Awards
Price	\$5,000	\$3,000	\$500	\$1,500	\$6,000	\$5,000	\$4,000
Exhibition booth + conference registration passes							
One exhibition booth	√	√	–	√	–	–	–
Conference registration	2 pax	1 pax	–	1 pax	1 pax	1 pax	1 pax
Pre-conference profile on promotion materials							
Logo on promotional material to all DNZ members + stakeholders	√	√	–	–	√	√	√
Logo on sponsor/partner area of the conference website	√	√	–	–	√	√	√
Conference profile							
Advertisement in conference handbook	Inside front cover	Inside back cover	–	–	One ½ page	One ¼ page	One ¼ page
Exhibitor's banner in plenary room	√	–	–	–	√	–	–
4-minute introduction to delegates at beginning of keynote speaker session	–	–	–	–	√	–	–
Delegate satchel advertising insert ¹	Up to two A4 pages	One A4 page	One A4 page	–	Up to two A4 pages	Up to two A4 pages	One A4 page
Delegate satchel product insert ¹	Up to two	One	One	–	Up to two	One	One
Sponsor's banner in awards + cocktail function area	–	–	–	–	–	√	√
Naming rights for the award	–	–	–	–	–	–	√
4-minute introduction speech to delegates and presentation of award to the recipient	–	–	–	–	–	–	√
Media + communications during/following onference and/ or awards ceremony ²	√	√	–	–	√	√	√
Catering							
Lunch for one day ³	√	–	–	–	–	–	–
Morning tea for one day ³	–	√	–	–	–	–	–
Afternoon tea for one day ³	–	√	–	–	–	–	–
Cocktail function	–	–	–	–	–	√	–

¹ Additional advertising satchel space may be purchased at a reduced cost

² This includes but is not limited to media releases, social media coverage and publication in DNZ Smart-bites magazine

³ Choice of day one, or day two



Dietitians NZ

Ngā Pukenga Kai Ora o Aotearoa



*NEXT STEPS: if you have any questions,
or require further information, please EMAIL
Kath Fohy: ceo@dietitians.org.nz*

Level 2, Survey House
23-29 Broderick Road
Johnsonville, Wellington
PO Box 13-468
Wellington 6440,
New Zealand

admin@dietitians.org.nz