

addiction practitioners' association aotearoa new zealand
Conference and Exhibition
23rd Cutting Edge Conference



Cutting Edge 2018
Te toka tū moana



It's all about connection

Partner and Exhibitor Prospectus

Energy Event Centre, Rotorua
12th – 15th September 2018

www.cuttingedgeconference.org.nz

Invitation to partners and exhibitors

On behalf of the Addiction Practitioners' Association (dapaanz) it is our pleasure to invite you to join us for the 23rd annual Cutting Edge – It's all about connection. The conference is to be held from 12 - 15 September 2018 at the Energy Events Centre, Rotorua.

Dapaanz is the member association representing the professional interests of people working in addiction practice. Membership of dapaanz is held by the majority of addiction practitioners in New Zealand from a range of disciplines including, counselling, nursing, social work, and psychology; including members from academia, policy, and the broader addiction and health sector. A key role of dapaanz is to promote, maintain, and uphold ethical and competent addiction practice.

Cutting Edge is New Zealand's key addiction treatment gathering, it presents an excellent opportunity for the addiction sector to get together, network, learn about and embrace innovative thinking and practice.

Your involvement as a partner, sponsor, or exhibitor offers excellent opportunity to participate, generate important exposure for your organisation, and provide you with access to multi-disciplinary health professionals working in the addiction sector. Cutting Edge 2017 attracted over 500 attendees.

This event will help you to build and strengthen relationships with this hard to reach target audience and increase their exposure to your products and/or services and information. It also provides opportunity for you to be at the cutting edge of developments in the addiction sector and identify opportunities for collaboration and building your business.

The following pages detail opportunities for partnership and exhibition at Cutting Edge 2018. More information about the event is available at www.cuttingedgeconference.org.nz

Thank you if you have previously supported Cutting Edge, we really appreciate your support and look forward to welcoming you back.

If you have any questions regarding the enclosed packages available, please contact Lu@cmnzi.co.nz or call +64 21 407 158 or +64 4 479 4162.

I hope to see you in September.

Noho ora mai,



Sue Paton

Executive Director

Addiction Practitioners' Association Aotearoa New Zealand

2018 Organising Committee

Donna Blair	Te Utuhina Manaakitanga	Local Chairperson CE2018
Sue Paton	dapaanz	
Ben Birks Ang	Odyssey House	CE2018 Abstract Chair
Peter Kennerley	Ministry of Health	
Sinead McCarthy	Health Promotion Agency	
Takurua Tawera	Moana House	dapaanz Pou Whakarāe
Suzy Morrison	Matua Raki	
Maikali (Mike) Kiloni	Private Practice	Pacific representative on dapaanz
Lu Budden	Convention Management	Event manager

Venue

We are excited to hold this year's Cutting Edge at the Energy Event Centre, Rotorua. Located at the edge of Lake Rotorua. The venue's unique location within the picturesque Government Gardens, has extensive free car parking, is within easy walking distance of the retail precinct, accommodation, restaurants, cafes and spa facilities.



Programme Outline

Wednesday 12 September *(pre-conference meetings)*

Māori Hui
DRUA Fono
Asian Seminar

Thursday 13 September

Official opening
Programme sessions begin
Oscarz Awards dinner

Friday 14 September

Programme sessions
Official closing

Saturday 15 September

Optional workshops

Confirmed Keynote Speakers

Johann Hari

Johann Hari is a British journalist. He has written for many of the world's leading newspapers and magazines, including the New York Times, Le Monde, the Guardian, the Los Angeles Times, the New Republic, the Nation, Slate, El Mundo, and the Sydney Morning Herald. He was a lead op-ed columnist for the Independent, one of Britain's leading newspapers, for nine years.

He was born in 1979 in Glasgow, Scotland, and has lived in London since he was a baby. His mother is from the Scottish tenements and his father is from the Swiss mountains. He graduated from King's College, Cambridge with a double first in Social and Political Sciences in 2001.

Johann was named 'National Newspaper Journalist of the Year' by Amnesty International twice. He was named 'Environmental Commentator of the Year' at the Editorial Intelligence awards, and 'Gay Journalist of the Year' at the Stonewall awards. He has also won the Martha Gellhorn Prize for political writing.

He is currently working on his next book, and he is a Visiting Fellow with Purpose, the New York-based progressive campaigning group.



Tāmāti Kruger

Tāmāti Kruger (BA (Hons) in Māori Studies, 1978) is a Māori advocate and social and political analyst who has dedicated his career to the development of his iwi.

From the Ngāti Koura, Ngāti Rongo and Te Urewera hapū of Tūhoe, Tāmāti was instrumental in securing the largest Treaty of Waitangi settlement to date (\$450 million) for the Central North Island Iwi Collective. He is now a director of CNI Holdings, representing Tūhoe.

More recently, Tāmāti was chief negotiator of the Tūhoe-Te Urewera Treaty of Waitangi Settlement, which lasted six years from 2009 to 2014. The landmark settlement included a Crown apology for historical grievances, a social service management plan for the Tūhoe rohe and a financial and commercial redress package totaling \$170 million.

The settlement also included legislative changes to transfer Te Urewera National Park to its own separate legal entity, looked after by the Te Urewera Board, of which Tāmāti is chair.

Tāmāti's contribution is not limited to his tribe. He chaired the Second Ministerial Māori Taskforce on Whānau Violence and developed the Mauri Ora Framework and was awarded the Kahukura award in 2013 in recognition of this work.

He was a finalist in the 2012 New Zealander of the Year awards and was the Supreme Winner of the Marae Investigates Māori of the Year in 2014. In 2015 he was a recipient of a Distinguished Alumni Award by Victoria University.



Zeddy Chaudhry

Zeddy Chaudhry is doctoral researcher based in The Helena Kennedy Centre at Sheffield Hallam University. Her current research focuses on exploring effective pathways which support the reintegration of female offenders and is supervised by David Best and Tanya Miles Berry. She previously completed a MSc Psychology within which her research focused on the interactions of moral reasoning, personality traits, offending behaviour and substance misuse. She has experience of working within the Criminal Justice System supporting rehabilitation and reintegration, within the field of substance misuse and with children in care settings.



Jenny Valentish

Jenny Valentish is a journalist with lived experience of problematic drug and alcohol use. She is the author of *Woman of Substances: A Journey into Addiction and Treatment* (Black Inc), which was nominated for a prestigious Walkley Book Award, and writes regularly for The Guardian and The Sydney Morning Herald. Valentish grew up in the UK and moved to Australia in 2006, where she edited the music magazine Jmag and city guide Time Out. She is the author of *Cherry Bomb*, an alcohol-infused novel set in the music industry, and the anthology *Your Mother Would Be Proud*, which – as you might imagine – smells just as strongly of booze. Valentish is a board director of SMART Recovery Australia, a consultant for the University of New South Wales' National Drug and Alcohol Research Centre, and an ambassador for BrainPark, a project of Monash University's Brain and Mental Health Laboratory. *Woman of Substances* will be published in the UK and US in 2018.



Why you should partner with Cutting Edge

Build your brand

An organisation's credibility and brand is built on its public reputation and reputation with key target audiences and prospective clients. Who and what you associate your brand with speaks volumes about your organisation and its core values. Cutting Edge has a track record as New Zealand's leading addiction sector event that gathers high numbers of leaders and diverse delegates across the broader addiction sector.

Partnering with Cutting Edge allows you to target your market area. The delegates consist of leaders in addiction services, practitioners, primary care workers, policy makers, academics, and professionals from other allied professions. Your involvement, commitment, and support for Cutting Edge 2018 will be widely acknowledged as outlined in the prospectus.

Partnership primarily provides you with the opportunity to engage key decision-makers over each day of the event; specifically,

- promote your name and support your brands. Maintain a high profile among specialists, before, during, and after the event.
- improve your credibility. Delegates are keen to improve their knowledge and skills; aligning your company with this powerful educational experience shows your commitment to assisting their development at a personal level thus increasing positive brand perception and word of mouth marketing.
- support the development (knowledge, skills, and practice) of those working to improve outcomes for those affected by addiction including improving outcomes for children and communities. Aligning your organisation with this powerful educational experience shows your commitment at a deeply personal level and may help to strengthen brand loyalty.
- ensure your products, tools and services have full exposure to a valuable and often hard-to-reach target market – leaders, practitioners, policy makers, academics, and researchers.
- benefit from an interested, relevant, and influential audience in an educational and social setting away from the competition of everyday distraction.
- provide an opportunity for your staff to network with addiction professionals in a unique environment.
- contribute to the quality of the event and reduce costs for participants, thus enabling a higher level of delegate participation.

Cutting Edge Partner and Sponsorship Options

Below is a summary of packages available. We would be pleased to discuss these options and other opportunities that will benefit both your company and our delegates. Please note that all pricing is GST exclusive.

Tailored Partnership – Contact [Lu Budden 021 407 158 / Lu@cmnzl.co.nz](mailto:Lu@cmnzl.co.nz)

Headline Partner (premium exhibit)	\$30,000	1 option available
Principle Partners (premium exhibit)	\$20,000	1 option available
Major Partners (premium exhibit)	\$10,000	1 option available

Distinct Sponsorship

Oscarz Awards Dinner Partner	\$10,000	1 option available
Satchel Sponsor	\$8,000	1 option available
Handbook Sponsor	\$7,000	1 option available
Coffee Cart Sponsor	\$6,000	1 option available
Entertainment Sponsor	\$5,000	1 option available
Catering Sponsor	\$5,000	1 option available

Associate Sponsorship

Lanyard / Name badge Sponsor	\$4,000	1 option available
Poster Sponsor	\$3,000	1 option available
Retreat Sponsor	\$3,000	1 option available
Speaker Sponsor	\$2,500	
Award Sponsor	\$1,000	

Cutting Edge Partnership

The following prices are in NZD and are GST exclusive.

Benefits	Headline Partner \$30,000	Principle Partners \$20,000	Major Partners \$10,000
Exhibition space	Premium Exhibit	Premium Exhibit	Premium Exhibit
Name on holding slides	first tier	second tier	third tier
Registrations	x 4	x 3	x 2
Oscarz dinner tickets	x 4	x 3	x 2
Listed as	Headline Partner	Principle Partners	Major Partners
Company logo on website with hyperlink to your website and blurb about your organisation	200 words	150 words	100 words
Colour advertisement in handbook	Full page	Half page	Quarter page
Provide branded gift for delegate satchels	yes	yes	yes
Promotional satchel insert	x 3	x 2	x 1
Logo on satchel	yes	no	no
Sponsored content on dapaanz social platforms	Facebook and Twitter – June/July/August	Facebook and Twitter - July	Facebook and Twitter - August
Direct marketing to dapaanz members via e-newsletter*	June/July/August	July	August

*content pre-approval by dapaanz office

Distinct Sponsorship

Oscarz Awards Dinner Partner

Investment \$10,000

Be associated with the addiction practitioners' prestige event of the year, the Oscarz Awards dinner. Partner with us as we celebrate our sector and acknowledge stand out individuals and their incredible work.

benefits

pre-event promotion

Listed as Distinct Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organisation

Menu with logo announced across dapaanz social media platforms (Facebook and Twitter) and dapaanz member e-newsletter (3 posts total, September)

Onsite promotion

Logo on menu, order of evening, and dinner tickets

Listed as Distinct Sponsor in handbook

2 complimentary tickets to the Oscarz Awards dinner

Opportunity to place one-page flyer or gift in conference satchels (sponsor to supply items, pre-approval by dapaanz office)

Acknowledgement of support by MC throughout the dinner

Opportunity for your representative to give a 3-minute address at the dinner

Logo exclusivity on holding slides displayed throughout Oscarz Awards dinner (during presentation of Awards, Award Sponsor brands will be shown on holding slides)

Satchel Sponsor

Investment \$8,000

The delegate satchel is highly anticipated by delegates. Satchels are received upon arrival to the venue and delegates place high value on them as part of attending the conference. Satchel Sponsorship gives you the chance to show delegates your brand values the work they do in the sector and strengthens positive brand perception as they use their satchels throughout the year. .

benefits

pre-event promotion

Listed as Distinct Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organization

Pre-conference sneak peek photo with small part of satchel showing your logo posted across dapaanz social media platforms (Facebook and Twitter) and dapaanz member e-newsletter (3 posts total)

onsite promotion

Listed as Distinct Sponsor in handbook

Full colour logo on front of satchel (with event logo, host logo and headline partner logo)

Opportunity to place one-page flyer or gift in conference satchels (sponsor to supply items, pre-approval by dapaanz office)

Logo on sponsor holding slides displayed in main room

Ongoing benefits

Logo on satchels, taken with over 500 delegates after the conference has ended and used throughout the year.

Handbook Sponsor

Investment \$7,000

As the handbook sponsor your company logo secures its position of making it into the hands of every delegate. The handbook acts as the main guide for delegates, referred to constantly throughout the conference, offering a valuable proposition for those wanting to increase their brands top-of-mind awareness amongst delegates.

benefits

pre-event promotion

Listed as Distinct Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organisation

Promotion of handbook on conference website (week before the conference)

Onsite promotion

Full colour logo on cover of handbook as footer (other key contributors and event logo sit above this)

Full colour advert on back cover of handbook

Listed as Distinct Sponsor in handbook

Opportunity to place one-page flyer or gift in conference satchels (sponsor to supply items, pre-approval by dapaanz office)

Logo on sponsor holding slides displayed in main room

Ongoing benefits

Each delegate takes away a copy of handbook with your logo on the front page and back cover.

Coffee Cart Sponsor

Investment \$6,000

One of the most popular sponsorship opportunities of the event. Have your brand acknowledged as the Coffee Cart Sponsor and use this time to network with delegates as they queue for complimentary coffee.

benefits

pre-event promotion

Listed as Distinct Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organization

Coffee Cart sponsorship announced across dapaanz social media platforms (Facebook and Twitter) and dapaanz member e-newsletter as Coffee Cart sponsor (x 3 posts total)

Onsite promotion

Listed as Distinct Sponsor in handbook

Branding around coffee cart (supplied by sponsor, opportunities include branding coffee cart, bringing own branded cups, x 2 pull up banners / promotional materials)

Opportunity to place one-page flyer or gift in conference satchels (sponsor to supply items, pre-approval by dapaanz office)

Logo on Sponsor holding slides displayed in main room

Entertainment Sponsor

Investment \$5,000

As Entertainment Sponsor, you will be providing the conference atmosphere during meal breaks throughout both days and the Oscar Awards dinner. We would like to showcase local artists and talent in support of the New Zealand music industry.

benefits

pre-event promotion

Listed as Distinct Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organisation

Onsite promotion

Listed as Distinct Sponsor in handbook

Banners set up beside/behind the entertainment (supplied by sponsor, max x2 pull-up banners)

Opportunity to place one-page flyer or gift in conference satchels (sponsor to supply items, pre-approval by dapaanz office)

Logo on sponsor holding slides displayed in main room

Catering Sponsor

Investment \$5,000

Show your support as the Catering Sponsor and be part of the five meal breaks where everyone comes together to mix, mingle and network. Your brand is on show in support of this amazing sector

benefits

pre-event promotion

Listed as Distinct Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organisation

Onsite promotion

Listed as Distinct Sponsor in handbook

Acknowledged in conference programme

Opportunity to supply 10 double sided (A5) Catering Sponsor signs with your logo for the 5 catering tables

Opportunity to place one-page flyer or gift in conference satchels (sponsor to supply items, pre-approval by dapaanz office)

Logo on Sponsor holding slides displayed in main room

Associate Sponsorship

Lanyard and Name Badge Sponsor

Investment \$4,000

All delegates are required to wear their personalized lanyard for the duration of the conference. This is a new sponsorship opportunity which offers a prime location for your logo to be displayed. Your full colour logo will be located on all delegate name tags. *Please note beaded lanyards have already been pre-chosen by dapaanz

benefits

pre-event promotion

Listed as Associate Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organisation

Onsite promotion

Listed as Associate Sponsor in handbook

Poster Sponsor

Investment \$3,000

Partner with us and support the poster display area and award for the best poster contribution to clinical practice. The poster area attracts many attendees who then vote for the best poster which is awarded on the last day of the conference.

benefits

pre-event promotion

Listed as Associate Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organisation

Onsite promotion

Listed as Associate Sponsor in handbook

Opportunity to provide 2 branded pull up banners for display entrance, branded ballot box and prize

Retreat Sponsor

Investment \$3,000

Another popular destination for delegates is the retreat massage space where a team of three masseurs provide a complimentary 10min shoulder massage for delegates during lunch breaks (Thursday and Friday). As Retreat Sponsor you provide a relaxed space for delegates to find a moment of rest while also having the opportunity to network and promote your brand.

benefits

pre-event promotion

Listed as Associate Sponsor with full colour logo on conference website with hyperlink to your website and 50 word description of your organisation

Onsite promotion

Listed as Associate Sponsor in handbook

Opportunity to provide x 2 branded pull-up banners, posters, company name sign, branded products/services, promotional materials (to be displayed in the retreat area only)

Speaker Sponsor

Investment from \$2,500

Speakers make the conference and are key to attracting delegates from around the country. Sponsor a subject expert and align your brand with the best. Talk to us to find out more.

Award sponsor

Investment \$1,000

Align your brand with the dapaanz prestige awards, acknowledging the best in the sector, presented at the Oscarz Awards dinner. You are acknowledged in the conference handbook, on the website and by MC during the Oscarz Awards dinner.

Registration Sponsor

Investment \$600

Become a registration sponsor and help us bring those who are wanting to attend Cutting Edge who cannot meet financial registration requirements. Help someone in the sector so they can undertake professional development, hear from international speakers, attend workshops and network with peers.

*Registration sponsorship covers conference Registration. Travel, accommodation and other expenses are not included and are the responsibility of the benefactor

Additional Opportunities

Satchel inserts

Investment \$500

Get your flyer to every delegate as a satchel insert. Based on a double sided A4 flyer, you would need to supply approx. 500 flyers (pending organisers' approval)

Advertisement

Investment	Full page: \$1000	Half page: \$750	Quarter page: \$500
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Adverts will be published in the Cutting Edge 2018 Handbook (finished artwork to be supplied by partner. Size of the artwork will be available upon partnership application)

Satchel gifts

Who doesn't love gifts! This is an opportunity for you to supply a practical item for each delegate, you supply approx. 500 items branded or unbranded (pending organisers' approval)

Opportunity for involvement does not stop here, should you wish to negotiate benefits, please contact us.

the exhibition gallery

The exhibition gallery will be held in the Arena of the Energy Event Centre. This is the ideal venue to showcase your range of products and services. Morning tea, lunch, and afternoon tea will be served in the exhibition area to ensure you have ample opportunity to network and demonstrate your products and services to an international audience of multidisciplinary health professionals, suppliers and service users.

Exhibition timetable (subject to change)		
Stand Setup		
Wednesday (<i>exhibitors pack in</i>)	12 September 2018	1.00pm – 5.00pm
Stand Open		
Thursday	13 September 2018	8.00am – 3.30pm
Friday	14 September 2018	8.00am – 3.30pm
Stand Breakdown		
Friday (<i>exhibitors pack out</i>)	14 September 2018	3.30pm – 5.00pm

Exhibition options

standard size: 3.0 m x 2.3m

cost: NZD \$1600 + GST or \$2,800 for a double stand

Note limited spaces available.

Exhibitor Stand includes:

- back and side walls of black frontrunner. Back wall 3.0m, side walls will be 2.4m long and only 1.2m high
- 10amp power supply
- 2 x 150 watt spotlights
- standard company name sign (maximum 24 letters)
- table 2 x chairs (if required) (no table cloth supplied)
- One exhibitor registration

application for exhibition stand can be made by completing the application form at the end of this document and returning by fax, email, or post to the conference managers. Bookings will be handled strictly on a “first come, first served” basis – though priority will be given to key partners.

additional exhibitor registrations can be purchased for \$350 (plus GST). Note exhibitor registrations are for access to the exhibition hall not to conference sessions, should you wish to attend sessions please register as a delegate.

Design and build options are available. Details for this aspect will be contained within the Exhibition Manual that will be supplied once booth space is purchased.

additional equipment such as design and build facilities, additional sign requirements etc. can be ordered from the exhibit contractors, please contact Cutting Edge 2018 Manager: lu@cmnzl.co.nz / +64 4 479 4162 for more details.

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

security of your individual exhibition site within the confines of the stand itself is the responsibility of the exhibitor. Exhibitors are encouraged to have insurance that covers any valuable items that are to be left on the stand.



Cutting Edge 2018
Te toka tū moana

12 – 15 September

PARTNERSHIP / SPONSORSHIP / EXHIBITION APPLICATION FORM

Company/Organisation: (this name will appear on any printed material / maximum 24 characters for exhibition signage)	
Name of contact:	
Position within company/organisation:	
Address for invoice:	
Telephone:	Mobile:
Email: _____ @ _____	
Partnership / Sponsorship / Exhibitor (please advise which option chosen)	
	\$
Exhibition	(please advise number of booths and additional personnel)
Exhibition booth:	\$
Additional personnel	\$
The CUTTING EDGE 2018 team will confirm your Partnership / Sponsorship / Exhibition Request by sending an invoice. There are a limited number of opportunities, we appreciate your interest and support. In signing this document, you have read and agree to the Terms and Conditions found at www.cuttingedgeconference.org.nz	
Signed:	Date:
<i>Please forward to</i> Lu Budden CUTTING EDGE 2018 Lu@cmnzl.co.nz	