

Welcome to the 2023 iHemp Summit, sponsorship and exhibition proposal.

As in previous years The Triple M Company Ltd, is representing the NZHIA in promoting and underwriting the 2023 iHemp Summit.

This document is a high-level proposal and introduction, it outlines the incredible opportunity to promote your company in the time leading up to, during and after the summit.

To take advantage of all the opportunities to market your brand, company, goods and services I recommend you decide quickly to be part of the summit and the industry initiatives leading up to the 24-25 August 2023 event in Christchurch.

These industry initiatives include:

- Sponsorship level promotion on NZHIA Media platforms, newsletters and website
- Promotion via the iHemp Summit newsletter and social media channels
- A profile on the Kowaka Initiative – a social enterprise building an online community across the value chain
- Industry challenges to highlight iHemp, especially in the food and construction sectors
- Promotion and acknowledgement at the National Fieldays, Hamilton - June 2023
- Promotion and information exchange leading up to the summit, to ensure attendees are ready to take action
- Media & product placement and opportunities to interact as industry leaders at the summit and other events/promotions run by/and in conjunction with the NZHIA

Over the coming months we will be generating collateral to be used to promote, inform, and record the progress of the industry.

To achieve this we need your interest, involvement, and support.

We look forward to welcoming you as a sponsor or exhibitor at this year's event

Kind regards

Richard Barge
iHemp Summit & the NZ Hemp Industries Association Chair
Sole director – Triple M Company Ltd

INTRODUCTION

Following on from the success of our previous 2 iHemp Summits, we would now like to present to you NZ's premier hemp industry event, iHemp Summit 2023.

This year's tag line is "taking action" which will be what the iHemp Summit will facilitate. Providing information that will encourage collaboration and discussion of the business plans involved to match knowledge with the need to scale and plug the gaps in the supply chain.

The iHemp industry is gaining momentum in such a way that it is hard for growers and processors to keep up with changes in the industry and legislation. By bringing them together at the bi-annual summit, we can network, share and grow the industry much quicker.

With only space for 200 delegates, we anticipate this event will be a sellout, with many more attendees joining online. We have listened to past delegates and included more time for collaboration and networking. The sessions will be more interactive and the problems identified and solutions raised will foster action.

The summit provides a unique opportunity for you, as a sponsor, to showcase your brand to qualified and interested delegates, in person and online. We recommend you get in early so we can promote your involvement and brand across our multimedia platforms and awareness raising initiatives in the build up to the summit.

There are many initiatives to be undertaken this year and bringing the industry together on 24-25th August, in Christchurch will be a good time and place to celebrate the industry and make plans to take action in the future.

The iHemp Summit provides an opportunity for us to collaboratively share knowledge and new product developments, with those involved in or wanting to become involved in iHemp as a business, investment or career.

2023 is the year to "take action", resilient supply chains, consumer demand for sustainable products, government regulations and policies are all in need of an effective iHemp industry.

We invite you to read through our proposal, get involved and help us raise awareness about your company and the emerging iHemp industry.

We look forward to welcoming you to Christchurch for a full on, two days of networking and business development.



THE VENUE

Experience Rydges Latimer Christchurch – a down-to-earth hotel accommodation where natural beauty and unmatched luxury set the scene for your renewal in the Garden City. With sweeping views over Latimer Square – a true, iconic New Zealand delight with green space to road and leafy trees for a shady sojourn – we invite you.

To indulge in relaxation and a good night's sleep after a day of collaboration, information exchange on the iHemp industry. To kick off your shoes, set down your bags and experience four-and-a-half luxury without the fuss and formality for an all-about-you holiday and conference experience.

Joining us as a sponsor or exhibitor will add to the experience and you will be part of a unique networking opportunity.





OUTLINE OF DAILY EVENTS

FACTORY VISIT (to be confirmed)

NZHIA AGM

WEBTOOLS WELCOME FUNCTION

WED 23 AUG

CONFERENCE DAY 1 (08.30 – 17.00)

CONFERENCE DINNER

THURS 24 AUG

CONFERENCE DAY 2 (09.00 – 16.00)

FRI 25 AUG

Conference day 1 & 2 will be live streamed and once edited to include sponsor messages will be available on the NZHIA vimeo channel



GOALS OF THE SUMMIT

NZ can be a world leader in growing and using iHemp. This Summit will provide New Zealand companies, farmers, scientists, funders and regulators with the extensive foundation of information needed to collaboratively develop the NZ industrial hemp economy.

The summit will share local and international knowledge about iHemp, identify local and export opportunities available to companies, highlight barriers to success and explore ways to overcome them, and develop strategies and relationships within the industry.

The Summit will showcase the opportunities and challenges for the emerging billion-dollar hemp industry. Focusing on the growing, food, fibre and health sectors.

TAKING ACTION

Our next step is to explore ways that we can successfully and viably develop our industry by addressing the questions:

- What actions are required to be taken to scale the industry?
- New product Development – on farm and the food, fiber and health sectors?
- When will we have bankable business plans?
- What stands in our way, regulations and R&D required to enable an industry?
- Why is this important, right now?
- How can I better understand iHemp?

CONFERENCE THEMES

Themes for topics of discussion for the conference are going to be along the lines of

- Innovation and new product development
- Government and Farming
- Agritech-education and marketing
- Growing the industry
- What we can add hemp to
- Hemp and regional development



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

OFFICIAL EVENT SPONSOR \$20,000
Naming rights sponsor to iHemp 2023

GOLD SPONSORS

CONFERENCE APP SPONSOR \$5,000
Sole sponsor of the conference app

DINNER SPONSOR \$5,500
Ability to be able to address the delegates, welcome attendees and introduce the MC

COFFEE CART SPONSOR \$5,000

SILVER SPONSORS

NAME BADGE SPONSOR \$2,500
Your logo will appear on the bottom corner of all name badges

SESSION SPONSOR – 6 to choose from \$2,000
Will include branding on the stage and in the plenary for the session of choice, plus branding on online videos post the event

BRONZE SPONSORS

SUPPORTING SPONSOR \$1,500
For those who would like to be supportive but remain in the background

EXHIBITOR \$1,500
For those wanting to promote their goods and services, we have a limited number of Exhibitor spaces available to complement our innovative product displays.

BASE SPONSORSHIP PACKAGE

A base sponsorship package applies to all sponsorships. Additional components are built from there and outlined in the following pages. All sponsors receive this base package including:

- Recognition on the sponsors holding slide at the conference
- Recognition as a sponsor on the sponsors page of the Summit website, including a hyperlink to a selected web address
- Opportunity to participate in various marketing efforts across a range of print and electronic formats, prior to, during and after the event

OFFICIAL CONFERENCE SPONSOR

One event naming right's sponsorship opportunity is available to an organization wishing to take a lead in supporting the development of the NZ iHemp economy. Packages will be discussed privately with interested parties and adapted as necessary to suit. We will tailor make a package to give you maximum recognition across the conference.

The official event sponsor will also receive the following:

- 1 x exhibit site (3 x 2m)
- dinner for two with chair of NZHIA
- a profile in our newsletter, pitch to relevant media
- four images from the event for your use
- name and tagline to be mentioned by the MC twice per day of the Summit
two social media shout-outs prior to the Summit and two during the Summit as well as an opportunity to tailor make their sponsorship package to gain maximum exposure

CONFERENCE APP SPONSOR

One opportunity is available to sponsor the conference app. This will be the main source of information to delegates. A place where they will access conference slides, program, delegate and speaker information and much more. It will very much be 'the face' of the conference.

You will also have the following inclusions:

- A pull up banner in the foyer area
- Sponsor logo and name throughout the App wherever possible
- One complimentary registration to the Summit and dinner

NAME BADGE SPONSOR

One opportunity to be the name badge sponsor including:

- Company logo in lower corner of all name badges
- One complimentary registration to the Summit and dinner

DINNER SPONSOR

One only dinner sponsorship is available. This will be held on Thursday evening at Rydges Latimer Square.

Two complimentary tickets to the Summit and dinner. You will also have the following inclusions:

- Freestanding banners at the dinner and one permanently in the foyer at the venue
- Sponsors logo on all information relating to the dinner and on the sponsors logo banner on the conference app
- Social media shout out during the dinner

SESSION SPONSOR

Your opportunity to sponsor a particular session at the 2023 Summit will also have the following inclusions:

- Two complimentary registrations to the Summit and dinner
- A freestanding banner that can be displayed on stage during the session
- Sponsor logo on all information relating to the session and on the sponsors logo banner on the conference app
- Social media shoutout

COFFEE SPONSOR

One only sponsorship available for the coffee sponsor. A mini card will be printed with the sponsors logo. This will entitle each delegate to two cups of barista coffee each day. You will also have the following inclusions:

- One free standing banner alongside the coffee stand
- One complimentary ticket to the Summit and dinner
- Printing of 'coffee cards'
- Sponsors logo on all information relating to the coffee cart and on the sponsors logo banner on the conference app

GOLD SUPPORTING SPONSOR

Multiple Gold Supporting sponsors are available including the following:

- One complimentary ticket to the conference and dinner
- One freestanding banner in the foyer at the venue
- Sponsor's logo on all information and on the sponsors logo banner on the conference app
- Social media shout out

SUPPORTING SPONSOR

Multiple Supporting sponsors are available:

- One complimentary ticket to the conference and dinner
- One freestanding banner in the foyer at the venue

EXHIBITION SPACE

Multiple exhibitor spots are available:

- Two complimentary exhibitor tickets (does not include attending the conference sessions or the dinner) however does include day catering
- Basic set up, table, tablecloth, 2 chairs for you to create your exhibit
- Room for one banner in the exhibitor halls



SPONSORSHIP EXPRESSION OF INTEREST FORM

Please note that preference will be given in the order received.

I would like to sponsor:

- Official Conference Sponsor
- Conference App Sponsor
- Namebadge Sponsor
- Dinner Sponsor
- Session Sponsor
- Coffee Sponsor
- Supporting Sponsor

Contact Name:

Contact Phone:

Email address:

Company Name:

Invoice Address Details:

I would like to be contacted about participating in marketing activity to raise awareness of the iHemp industry:
YES / NO

Please note that all pricing is excluding GST Send to: admin@hempsummit.nz