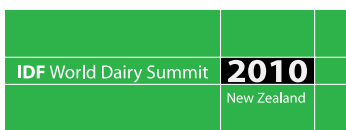


Sponsorship and Exhibition Prospectus



IDF World Dairy Summit 2010
Auckland, New Zealand
8 - 11 November 2010



PLATINUM SPONSOR





Contents

<i>The Opportunity</i>	3
<i>Sponsorship Opportunities</i>	4
<i>Platinum Sponsorship</i>	5
<i>Gold Sponsorship</i>	6
<i>Silver Sponsorship</i>	7
<i>Business Sponsorship</i>	8
<i>Milk Bar Sponsorship</i>	9
<i>Internet Café Sponsorship</i>	9
<i>Bronze Sponsorship</i>	10
<i>Exhibition Information</i>	10
<i>White Octanorm Booth</i>	11
<i>Stand Design, Furniture and Equipment</i>	13
<i>Freighting and Customs Arrangements</i>	14
<i>Other Services</i>	14
<i>Registration/ Accommodation Information</i>	14
<i>Important Dates</i>	15
<i>Floor Plan</i>	16
<i>Application for Sponsorship / Exhibition Space</i>	17



The Opportunity

The International Dairy Federation World Dairy Summit 2010 Organising Committee invites you to become involved in the most important Asia Pacific industry event in a decade. It will be held in Auckland, the City of Sails, at the SkyCity Convention Centre.

Last hosted by New Zealand in 2001, WDS 2010 follows on from summits hosted by Mexico in 2008 and Berlin in 2009. These global connections, New Zealand's expertise in dairy and the natural beauty of the country will be a sound formula for success.

The Business Meetings will take place from 4th – 8th November 2010 and the World Dairy Summit will take centre stage from 8th – 11th November 2010.

A number of sponsorship packages have been compiled to allow full participation by suppliers and include the Summit Banquet, Welcome Reception and key social and industry events.

All packages are flexible and the 2010 Organising Committee will work with you to ensure that you get the package which best suits your needs, and provides the best exposure for you. A professional conference management team will be available to you to tailor an opportunity specifically designed to meet your individual requirements.

The exhibition is planned to showcase local and global suppliers and operators and actively integrates the delegate body into the exhibition area. This will be achieved by basing the refreshment sessions, the internet café, a barista and the Summit Milk Bar in the exhibition areas to maximise your exposure to delegates.

Your audience of approximately 1100 delegates will consist of an anticipated 40% being international hail from every aspect of the Dairy Industry from the largest and most commanding corporations to the boutique rural family teams.

Andy Williams
IDF WDS 2010 CONVENOR
on behalf of the
IDF WDS 2010 Organising Committee
www.wds2010.com



Sponsorship Opportunities

Sponsorships are linked to key events or opportunities within the Summit Programme. In addition to the major benefits listed below, please refer to the individual packages for details of the full benefits available.

Platinum Sponsorship

- Logo recognition on Summit Satchels

Gold Events

Your choice of:

- Naming rights to the Welcome Reception
– Monday 8th November 2010
- Naming rights to the Dairy Leaders' Dinner
– Sunday 7th November 2010

Silver Events

Your choice of:

- Sponsorship of the Summit clothing item
- Naming rights to the Barista Cart – Monday 8th November
– Thursday 11th November 2010

Bronze Sponsorship

- Exhibition booth on the trade floor

Business Events

Including, but not limited to:

- Logo Recognition and Acknowledgement with Keynote Speaker
- Accompanying Persons' Hospitality Suite
- Morning Refreshments (3 opportunities)
- Afternoon Refreshments (3 opportunities)
- Naming rights to the Summit lunches (4 opportunities)
- Transport Sponsor

Milk Bar Sponsor

Priority brand placement rights to this Summit icon

Internet Café Sponsor (exclusive)

Exclusive rights to this integral part of the Summit



Platinum Sponsorship (exclusive)

The organising committee is delighted to announce this has been allocated to Fonterra Cooperative Group Ltd

Platinum Sponsorship is the ultimate sponsorship category. It gives an exclusive profile for the entire Summit that is second to none.

As the exclusive **Platinum Sponsor** you will receive:

- Verbal acknowledgement as the exclusive Platinum Sponsor of the World Dairy Summit 2010 at the Opening Ceremony and the Summit Banquet.
- Opportunity for your company representative to welcome all delegates to the Summit and give a short presentation (up to five minutes) at the Summit Opening Ceremony.
- Trade Exhibition space located in a prime position equivalent to 6 metres x 3 metres with all standard booth inclusions.
- Recognition on the front cover of all Summit publications as the Platinum Sponsor.
- Double page advertisement in the Summit Handbook (artwork to be supplied) and 300 word company listing in the Summit handbook.
- 2 satchel inserts.
- Logo recognition in all Summit promotional material, including Registration Brochure, Summit Handbook, Website and Signage.
- Logo recognition on the Summit satchel.
- Hot links from the Summit website to your company's site.
- 8 complimentary registrations to the Summit. This does not include travel or accommodation.
- Signage (supplied by sponsor) to be hung in the plenary session area venue.
- Electronic recognition through Audio Visual displays.
- 2 life size fibreglass cows with your logo printed on either side, and access to a dedicated graphic designer should you wish to expand on the print provided (at your own cost). These sponsored items will be placed strategically around the venue to maximise your logo exposure.
- Access to delegate list three weeks prior and 1 week prior to the Summit and an updated list immediately after the Summit (note: of those delegates who have agreed to have this information released).



Gold Sponsorship

NZ\$80,000 + GST

As a Gold Sponsor, your company will receive a high degree of exposure.

As a **Gold Sponsor** you may choose one of the following 2 options:

1. Naming Rights to the Welcome Reception –
Monday 8th November 2010 with an opportunity to profile your company in the Reception venue
2. Naming Rights to the exclusive Dairy Leaders' Dinner on
Sunday 7th November 2010

Each Gold Sponsor will receive the following additional benefits:

- An opportunity to work with the convention managers to put your own stamp on either of these significant events.
- Verbal acknowledgement as a Gold Sponsor of the World Dairy Summit 2010 at the Opening Ceremony and the Welcome Reception.
- Trade Exhibition space located in a prime position equivalent to 3 metres x 3 metres with all standard booth inclusions.
- Single page advertisement in the Summit Handbook (artwork to be supplied) and 200 word company listing in the Summit handbook.
- 1 satchel insert.
- Logo recognition in all Summit promotional material, including Registration Brochure, Summit Handbook, Website and Signage.
- Hot links from the Summit website to your company's site.
- 4 complimentary registrations to the Summit. This does not include travel or accommodation.
- Electronic recognition through Audio Visual displays.
- 1 life size fibreglass cow with your logo printed on either side, and access to a dedicated graphic designer should you wish to expand on the print provided (at your own cost). These sponsored items will be placed strategically around the venue to maximise your logo exposure.
- Access to delegate list one week prior to the Summit and an updated list immediately after the Summit (note: of those delegates who have agreed to have this information released).



Silver Sponsorship ***NZ\$40,000 + GST***

Silver Sponsorship is a high profile sponsorship category. It gives you a prominent profile for the entire summit.

As a **Silver Sponsor** you may choose either one of these options:

1. Your logo on the Summit clothing item
2. Naming Rights to the Barista Cart which will be located in a prime location within the Exhibition area from Monday 8th November – Thursday 11th November 2010

Each Silver Sponsor will receive the following additional benefits:

- An opportunity to work with the convention managers to put your own stamp on one of these significant items.
- Trade Exhibition space located in a prime position equivalent to 3 metres x 3 metres with all standard booth inclusions.
- Half page advertisement in the Summit Handbook (artwork to be supplied) and 150 word company listing in the Summit handbook.
- 1 satchel insert.
- Logo recognition in all Summit promotional material, including Registration Brochure, Summit Handbook, Website and Signage.
- 2 complimentary registrations to the Summit. This does not include travel or accommodation.
- 1 life size fibreglass cow with your logo printed on either side, and access to a dedicated graphic designer should you wish to expand on the print provided (at your own cost). These sponsored items will be placed strategically around the venue to maximise your logo exposure.
- Access to delegate list one week prior to the Summit and an updated list immediately after the Summit (note: of those delegates who have agreed to have this information released).



Business Sponsorship

POA

Business Sponsorship is a flexible level of sponsorship for the World Dairy Summit 2010. This category gives you a variety of aspects to choose from and the dedicated sponsorship team welcomes your comments and ideas for consideration, some options that have historically proven to be effective branding opportunities include:

- Naming rights to the prestigious Summit Banquet on Wednesday 10th November 2008 - a prime opportunity where the Organising Committee and the Summit Manager will work with the sponsor to develop a themed event that will be the highlight of the social programme
- Logo Recognition and Acknowledgement with Keynote Speaker
- Accompanying Persons' Hospitality Suite
- Morning Refreshments (3 opportunities)
- Afternoon Refreshments (3 opportunities)
- Summit Lunches (4 opportunities)
- Transport Sponsor
- 1 life size fibreglass cow with your logo printed on either side, and access to a dedicated graphic designer should you wish to expand on the print provided (at your own cost). These sponsored items will be placed strategically around the venue to maximise your logo exposure.
- Advertisements in the Summit handbook.



Milk Bar Sponsorship

POA

As a Milk Bar Sponsor you will receive the following benefits:

- An opportunity to work with the summit managers to put your own stamp on this Summit icon – product placement rights are negotiable but in the interests of promoting the collective industry operators, exclusive rights are regrettably not available.
- Milk Bar personnel with access to day catering as required.
- Logo recognition on the Summit Website and in the Summit handbook with a 100 word company listing.
- Access to delegate list at 1 week prior to and immediately after the Summit (Note: of those delegates who have agreed to have this information released).

Internet Café Sponsorship

NZ\$25,000 + GST

As the exclusive Internet Café Sponsor you will receive the following benefits:

- 16 station internet café set within the exhibition area for the duration of the Summit.
- Exclusive rights to supply your own branded note pads and pens in the internet café.
- Exclusive rights to have your logo as the screen saver and your website as the home page on each computer.
- Access to delegate list at 1 week prior to and immediately after the Summit (Note: of those delegates who have agreed to have this information released).

Other Opportunities

To discuss other opportunities please contact the Summit Manager to tailor an option that best suits your individual requirements.

Your involvement in the World Dairy Summit 2010 is a unique opportunity which offers you a platform in front of your peers, your customers and your competition. Please feel free to put your ideas and concepts forward – we would be delighted to make your vision a reality:

Gloria Yehia
The Conference Company Ltd
PO Box 90-040
Auckland, New Zealand

Telephone +64 9 360 1240
Facsimile +64 9 360 1242
E-mail wds2010@tcc.co.nz
Website www.wds2010.com



Bronze Sponsorship **NZ\$7,000 + GST**

As a Bronze Sponsor you will receive the following benefits:

- Trade booth, 3 metres x 3 metres.
- 1 complimentary registration to the Summit. This does not include travel or accommodation.
- 2 x stand personnel who are entitled to morning teas, lunches and afternoon teas, name badges and one summit handbook per stand.
- Access to delegate list immediately after the Summit (Note: of those delegates who have agreed to have this information released).

Exhibition Information

Exhibition stands are included in Platinum, Gold, Silver and Bronze sponsorship packages.

Location: SkyCity Auckland Convention Centre
Auckland Room, Level 4
88 Federal Street
Auckland

Timeline Guide:

Setup:	Sunday, 7 November 2010	1100 – 1630 hrs
Opening Hours:	Sunday, 7 November 2010	1700 – 2000 hrs
	Monday, 8 November 2010	0800 – 1800 hrs
	Tuesday, 9 November 2010	0800 – 1800 hrs
	Wednesday, 10 November 2010	0800 – 1800 hrs
	Thursday, 11 November 2010	0800 – 1500 hrs
Dismantling:	Thursday, 11 November 2010	1500 – 1800 hrs

Bronze Sponsorship

Stand Sizes: Stands are 9sqm (3m x 3m) and 5.4sqm (3m x 1.8m) except the platinum stand which is 18sqm (6m x 3m)

Floor plan: A floor plan giving stand numbers is included. Open sides are denoted by a broken line. Removal of other sides can be arranged if required.

The Organising Committee may need to make changes to the floor plan or exhibition hours, however, changes will not be undertaken without prior discussion with the companies affected.



Stand inclusions:

The cost of the stand includes:

- Partitioning, 2.45m high, white octanormpanels. Articles may be attached by means of velcro dots or blutak
- 2 spotlights
- 10 amp 4-way power outlet per 6sqm space
- Table and 2 chairs (available on request)
- Sign with exhibitor's name (one standardised name per 3m x 3m stand)
- List of summit participants, excluding those who have not given permission for name publication
- Listing in the Summit Handbook
- Name badges for exhibitors
- 1 complimentary registration to the Summit. This does not include travel or accommodation.
- Morning tea, lunch and afternoon tea for 2 company representatives per 9sqm space
- Complimentary portorage during set-up
- Cleaning (not of goods on display)
- Services of an Exhibition Co-ordinator during the exhibition

Any other requirements may be arranged with the stand builder.

White Octanorm Booth





- Telecommunications:** The following phone lines are available in the venue and can be ordered with your exhibition space at an additional cost:
- Broadband Internet – wireless
 - Broadband Internet - wired
 - DDI line
- Ceiling Height:** The ceiling height is 5m.
- Floor Covering:** The carpet in the exhibition area is in olive green and blue tones.
- Service Lift:** The dimensions of the service lift are:
Door: 2200 wide, 2400 high
Inside Lift: 5325 long, 2425 wide
Weight limit: 3600kg
- Electricity:** The electricity supply is 230 volts, 50 hertz. Equipment designed for different voltages will require a transformer. Power sockets accept a three flat pin plug or similar adapters.
- Stand Regulations:** Any sound utilised on a stand is to remain at a low level so as not to interfere with other exhibitors. Advertising displays should not interfere or dominate other stands. Exhibiting companies are each entitled to their own sight lines into stands.
- Articles may not be suspended from the ceiling of the exhibition area.
- Sponsorship Application:** Applications for sponsorship can be made on the accompanying form. This should be forwarded together with a deposit of 10% of the total charge of sponsorship items or package to the Exhibition Managers. Exhibition stands are allocated on a first to pay basis.
- Upon receipt of the deposit a written confirmation will be sent with a tax invoice and, where applicable, space will be allocated from March 2009. Further instalments will fall due in November 2009 (40%) and June 2010 (50%).
- Cheques and drafts in New Zealand dollars should be payable to World Dairy Summit 2010. Payment may also be made by credit card. See attached application form.



Cancellation:

If notification of cancellation of exhibition space is received prior to 31 March 2010, 75% of the exhibition charge of your selected stand(s) will be refunded. After that date no refunds will be made.

The Organising Committee reserves the right to cancel the exhibition not later than 31 December 2009 in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full. The liability of the organisers will be limited to that amount.

Sponsorship items and packages will each be issued with agreements detailing cancellation policies and confirming benefits as confirmed.

Stand Design, Furniture and Equipment

Stand Builder:

The company contracted to install the stand system is also able to assist with stand design and has a wide range of accessories for hire including electronics (TV's), lounge suites, display cabinets etc.

Peek Display Corporation
PO Box 8534
Symonds Street, Auckland
New Zealand

Contact: Toni Howe
Telephone: +64 9 307 9599
Facsimile: +64 9 307 0158
Email: toni.h@peek.co.nz
Internet: www.peek.co.nz



Freighting and Customs Arrangements

Freight Forwarders:

Our recommended provider of logistics, freight forwarding and customs services both into New Zealand and around the world is Maersk Logistics.

Ben Haddock
Maersk Logistics (NZ) Ltd

Telephone: +64 9 354 1797
Facsimile: +64 9 356 5619
Email: nezlogsalmng@maersk-logistics.com
Web: www.maersk-logistics.com

Other Services

Catering:

Morning and afternoon teas and lunches will be served in the exhibition area to encourage delegates to spend time viewing the exhibits.

Summit Handbook:

Each bronze sponsor will be entitled to an entry in the Summit Handbook giving contact details.

Insurance:

While a security service is provided, it is the responsibility of each sponsor and exhibitor to ensure that their stand and goods on display are adequately insured for theft and damage.

Registration/ Accommodation Information

Company Information:

All sponsors will be kept updated on arrangements by email and a complete exhibition information pack will be available in May 2010. Sponsors will be requested to return the required information promptly to assist the Summit Managers in providing optimum service.

Information will also be supplied to each sponsor and exhibiting company at build up time. This will include a summary of information already circulated via email and also information that will be required during the Summit.



Registration: The different sponsorship packages include varying Summit Registrations. Additional registrations are available at a separate cost and exhibition only personnel can register by completing the form in the registration brochure which will be published in March 2010.

For any registration queries, please contact the Summit Managers directly.

Accommodation: Sponsors and exhibitors will be able to book accommodation at Summit hotels where competitive room rates have been negotiated. Further detail is available on the website www.wds2010.com and bookings will open in March 2010.

Summit Managers: The Conference Company Ltd
PO Box 90-040
Auckland, New Zealand

Telephone +64 9 360 1240
Facsimile +64 9 360 1242
E-mail wds2010@tcc.co.nz
Website www.wds2010.com

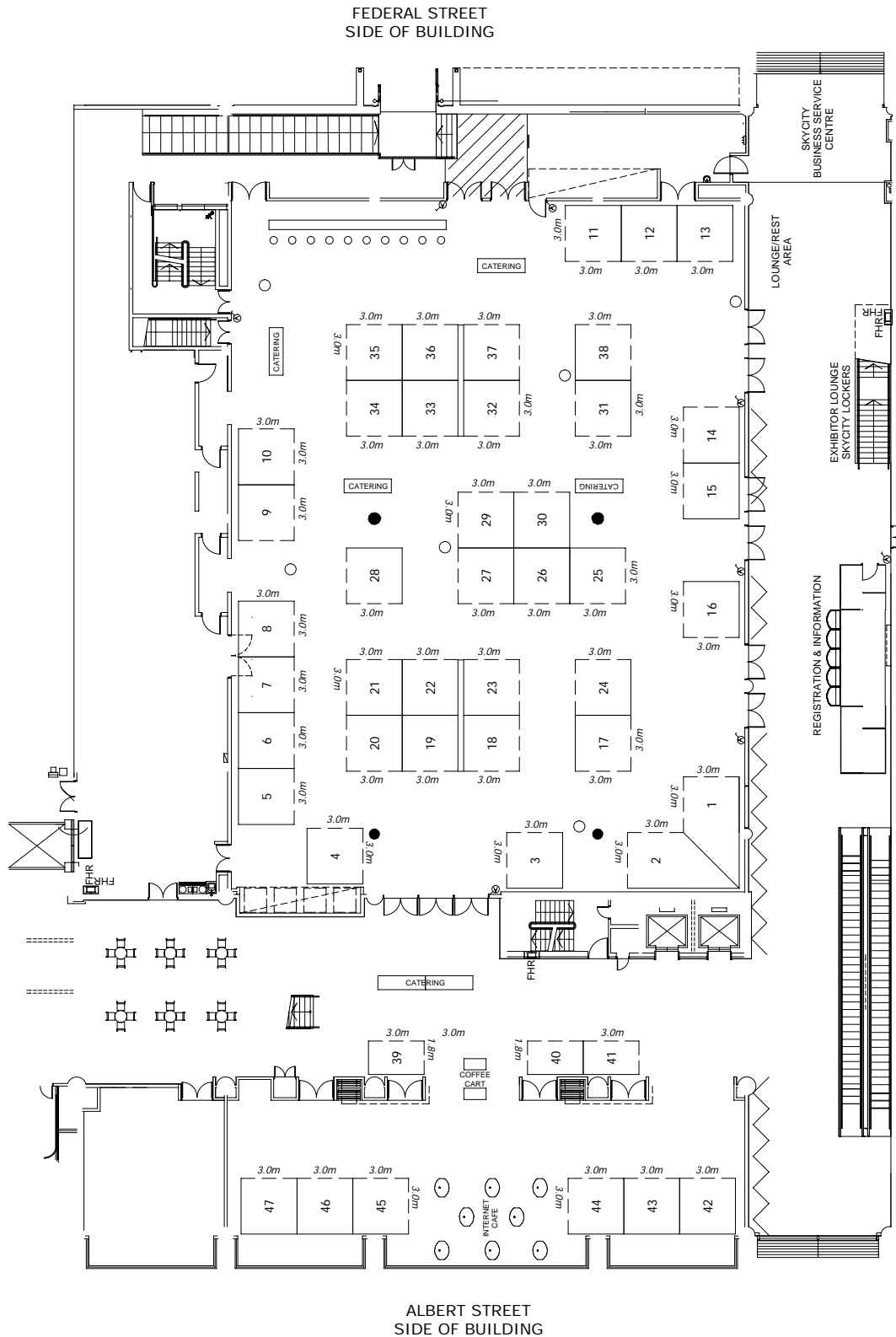
Important Dates

On application	10% total sponsorship package cost due
November 2009	40% total sponsorship package cost due
March 2010	Summit Registrations open, accommodation bookings open
May 2010	Sponsor Information Pack distributed
June 2010	Final 50% total sponsorship package cost due
7 November 2010	Exhibition set up
8 – 11 November 2010	Exhibition open
11 November 2010	Exhibition dismantled



World Dairy Summit 2010

8 - 11 November 2010, SkyCity Auckland Convention Centre





World Dairy Summit 2010

8 - 11 November 2010, SkyCity Auckland Convention Centre

Application for Sponsorship / Exhibition Space

We apply for Sponsorship and/or Exhibition space in accordance with the terms and conditions set out in the Sponsorship and Exhibition Prospectus.

Signed: _____

Date: _____

Please forward this form together with 10% deposit to:
World Dairy Summit 2010
C/- The Conference Company
PO Box 90-040, Auckland, New Zealand
Facsimile: +64 9 360 1242

Company			
Postal Address			
Country			
Telephone		Facsimile	
E-mail			
Contact Person			

Payment Terms

10% deposit required on application. You will be invoiced for 40% of your sponsorship and/or exhibition stand cost which is due November 09 with the remaining 50% due June 2010.

Please specify your requirements:

- Gold Sponsor Business Sponsor
 Silver Sponsor
 Bronze Sponsor

Please nominate the event you wish your sponsorship to be linked

Exhibition Space Required

1st choice:	2nd choice:	3rd choice:
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Avoid allocated space near the following competitor(s):



Payment

Cheques and drafts in New Zealand dollars should be made payable to *World Dairy Summit 2010*.

Postal Address: World Dairy Summit 2010
C/- The Conference Company
P O Box 90 040
Auckland, New Zealand

- Please send an invoice
- Please charge my credit card

If you wish to pay by credit card please complete this section:

- Mastercard
- Visa

Card Number		Expiry Date	
Cardholder's Name			
Card Billing Address			
Signature		Date	



For all enquiries, please contact:
The Conference Company
PO Box 90-040, Auckland 1142, New Zealand
tel: +64 9 360 1240 fax: +64 9 360 1242
email: wds2010@tcc.co.nz
www.wds2010.com