



Bookkeepcon26
**SPONSORSHIP
& EXHIBITION
OPPORTUNITIES**

NAPIER WAR MEMORIAL CENTRE | 24-25 JULY 2026

PRESENTED BY ICNZB
#Bookkeepcon26



BE PART OF THE BIGGEST BOOKKEEPING EVENT IN NEW ZEALAND!

The Executive Committee of the Institute of Certified NZ Bookkeepers invite you to be involved in our upcoming annual conference #Bookkeepcon 26. This is your chance to be at the forefront of this iconic event, showcase your brand, and build valuable connections.

On Friday 24 and Saturday 25 July 2026, bookkeepers from across the country will gather in Napier for two days of learning, inspiration, and connection. This is your opportunity to get your brand in front of a highly engaged audience and showcase your unique offering to the professionals who keep New Zealand businesses running.

Bookkeepcon is now in its 14th year and has become the premier event for New Zealand's bookkeeping industry. Bookkeepers are more than number crunchers—they are strategic partners, advisors, and essential contributors to business success. After years of supporting their clients through challenging times, 2026 is their moment to thrive. By partnering with us, you'll align your brand with the advancement and recognition of this vital profession.

Why sponsor Bookkeepcon 26?

- Visibility that lasts – Your brand featured before, during, and after the event across conference materials, social media, and our website.
- Direct access to decision-makers – Engage with bookkeeping businesses, sole traders, subcontractors, and business owners during sessions and networking events.
- Industry leadership – Position your business as a champion of the bookkeeping profession and align with excellence in financial management.

Your sponsorship gives you access to a targeted promotional campaign reaching over 2,000 nationwide, ensuring maximum visibility and engagement within the bookkeeping community and beyond. Together, we can empower bookkeepers to innovate, lead, and shape the future of business finance.

Secure your sponsorship today and join us in celebrating the essential role bookkeepers play in business success.

Visit www.icnzb.org.nz or contact us at events@icnzb.org.nz

About ICNZB

The Institute of Certified NZ Bookkeepers is a nonprofit organisation founded in 2010.

Our Mission is empowering bookkeepers to be trusted and valued business professionals. To drive industry standards, advocate for the profession and provide a supportive community for our members.

Our Vision is to be the leading professional body for all bookkeepers in NZ.

Thank you for your consideration to partner with us to bring this event to life. We truly do value the opportunity to work with you.

Di Crawford-Errington
President



GALA DINNER EVENING

This is the premier celebration in the bookkeeping world — a night where our community comes together to connect, celebrate, and shine! It's an evening filled with camaraderie, recognition, and the highlight of the year: the Excellence Awards, where we honour the best in our profession.

As a sponsor, you'll have the unique opportunity to put your brand in the spotlight and engage directly with an exclusive audience of industry professionals.

But this isn't your typical gala dinner. This year, we're turning up the energy with interactive networking, surprises, and unforgettable moments. It's a night of fun, flair, and celebration you won't want to miss!

EXCELLENCE AWARDS

The annual ICNZB Excellence Awards offer recognition to Bookkeepers who excel in providing support and exceptional service to their clients and the Bookkeeping Community.

THE AWARDS ARE JUDGED BY AN INDEPENDENT JUDGING PANEL IN THE FOLLOWING CATEGORIES:



Bookkeeper
of the Year



Bookkeeping
Business of
the Year



Bookkeeping
Trainer of the
Year



Bookkeeping
Employee of
the Year



Emerging
Bookkeeper of
the Year



Community
Contributor of
the Year



Sustainable
Business
Award



Service to
Bookkeeping
Award

HOST REGION

Hawke's Bay

Hawke's Bay offers an inspiring and meaningful setting for a Summit — combining high-quality conference facilities with the warmth of a connected, resilient community.

The region and its focus on sustainability, innovation, and community—makes it a natural choice. Easily accessible from across the country, Hawke's Bay invites delegates to engage deeply, reflect purposefully, and reconnect with purpose.

Hosting the summit here not only supports a region that has shown remarkable strength in the face of recent challenges but also offers unforgettable experiences through its stunning landscapes, renowned food and wine, and welcoming hospitality.



VENUE

Napier War Memorial

The Napier War Memorial Centre offers a unique blend of modern functionality and deep historical significance.

Overlooking the stunning Marine Parade and the Pacific Ocean, it provides an inspiring coastal backdrop that elevates the event experience. The venue features versatile, well-equipped spaces suitable for plenaries, workshops, and networking, all supported by professional on-site services.

Its central location in Napier ensures easy access to accommodation, dining, and local attractions, while its memorial roots provide a meaningful connection to themes of service, remembrance, and community.

WHY SPONSOR / EXHIBIT?



HIGHLY TARGETED EXPOSURE

Reach decision-makers in bookkeeping and accounting, many actively seeking new tools and partnerships.



BRAND AUTHORITY & TRUST

Align your brand with ICNZB, an established professional body celebrating its 16th year.



LEAD GENERATION & BUSINESS DEVELOPMENT

Face-to-face interactions, demo opportunities, qualified leads.



CONTENT & THOUGHT LEADERSHIP

Speak or host a workshop to position your brand as a knowledge leader.



EXTENDED VISIBILITY

Pre-event and post-event marketing (website, newsletters, social media, event collateral).



ACCESS TO DIGITAL AUDIENCE

Leverage the livestream and hybrid components to reach remote attendees.

SPONSORSHIP OPPORTUNITIES

TIER	INVESTMENT	INCLUSIONS
PRINCIPAL SPONSOR (1 AVAILABLE)	\$11,000	<ul style="list-style-type: none"> • Premium Recognition and exposure as Headline Partner • Opening address (5 mins) + 45-min keynote/workshop • Double exhibition booth (4m x 1.8m, with trestle and two chairs) and 1st choice of location • Branding across event signage, digital screens, delegate T-shirts, and website • 4 conference + 2 Gala Dinner tickets • 1 award category sponsorship • Two page feature on conference booklet or / Daily app push notification and advert pop up display on the Conference app • Up to two items included in the conference bag. Item to be supplied by sponsor • Dedicated promotion across conference channels, newsletters, social media, website, booklet/app or similar
SILVER SPONSOR (1 AVAILABLE)	\$8,000	<ul style="list-style-type: none"> • Recognition as Silver Sponsor • 45-min session/workshop • Single exhibition booth (2m x 1.8m, with trestle and two chairs) and 2nd choice of location • Branding across event signage, digital screens, delegate T-shirts, and website • 3 conference tickets • One page feature on conference booklet or / one day app push notification and advert pop up display on the Conference app • One item included in the conference bag. Item to be supplied by sponsor • Dedicated promotion across conference channels, newsletters, social media, website, booklet/app or similar
GALA DINNER SPONSOR	\$6,000	<ul style="list-style-type: none"> • 4 Gala Dinner tickets • A short address of 2 minutes at the beginning of the awards • On-stage trophy presentations with award sponsor and winner • Prominent branding throughout dinner programme • Brand activation opportunity (POA) • Promotion in booklet/app or similar, website, and social media

TIER	INVESTMENT	INCLUSIONS
AWARD CATEGORY SPONSOR (7 AWARD CATEGORIES AVAILABLE)	\$2,000	<ul style="list-style-type: none"> • 2 Gala Dinner tickets • Trophy presentation and photo opportunity with the winner of the sponsored category • Logo on rotation during Gala Dinner Evening • Listing in conference booklet/app or similar, website, and social posts • 1 branded item in delegate bag. Item supplied by exhibitor
TECHNOLOGY & INNOVATION PARTNER (1 AVAILABLE)	\$5,000	<ul style="list-style-type: none"> • Recognition as Technology & Innovation Partner • Conference app to include 'Sponsored by [company]' • 30-min showcase session • Branding in the "Innovation Zone" of the exhibition • 2 conference tickets • Promotion in booklet/app or similar, website, and social media
MC SPONSOR (1 AVAILABLE)	\$5,000	<ul style="list-style-type: none"> • Recognition as the official event MC partner • Branding in plenary room throughout both days • Mentions during all sessions and transitions • 2 conference + 2 Gala Dinner tickets • Joint photo/media opportunities with the MC
COCKTAIL HOUR SPONSOR (1 AVAILABLE)	\$3,500	<ul style="list-style-type: none"> • 5-min pre-cocktail hour address • Branded activation space (POA) • 10% off exhibition space • Logo on rotation during cocktail hour • Social, programme and newsletter promotion
CONFERENCE BAG SPONSOR (1 AVAILABLE)	\$2,500	<ul style="list-style-type: none"> • Logo on all delegate bags • 1 branded insert item, provided by exhibitor • Recognition on website, booklet/app, and social posts
LANYARD SPONSOR (1 AVAILABLE)	\$2,500	<ul style="list-style-type: none"> • Branding on all delegate name badges • Online and on-site promotion

TIER	INVESTMENT	INCLUSIONS
PHOTO BOOTH SPONSOR (1 AVAILABLE)	\$2,000	<ul style="list-style-type: none"> • Branding on printed photo • Logo on rotation slides throughout conference • Promotion in conference material (booklet/app or similar) and online
T-SHIRT SPONSOR (1 AVAILABLE)	\$2,000	<ul style="list-style-type: none"> • Prominent Logo placement on back of all conference T-shirts • Recognition in conference material (booklet/app or similar) and online
PREMIER TRADE (1 AVAILABLE)	\$5,500	<ul style="list-style-type: none"> • Guarantees you the sponsorship of the coffee cart along with a trade booth beside it. • Exhibition booth includes shell scheme 2m x 1.8m booth with power, 1.8m trestle table & chairs • 2 conference registrations • Branding on display around the coffee cart (eg pull banner supplied by sponsor) • Inclusion in prize draw session (Day 2) • Logo in programme, website, and rotation slides • 1 branded item in delegate bag. Item supplied by exhibitor • Promotion via social, newsletter, and website.
EXHIBITOR (35 STANDARD EXHIBITION SPACES AVAILABLE)	\$2,250	<ul style="list-style-type: none"> • Exhibition booth includes shell scheme 2m x 1.8m booth with power, 1.8m trestle table & chairs • 2 conference registrations • "Quick Bites" 2-min introduction to delegates • Inclusion in prize draw session (Day 2) • Logo in programme, website, and rotation slides • 1 branded item in delegate bag, Item to be supplied by exhibitor • Promotion via social, newsletter, and website.
FURNITURE UPGRADE (OPTIONAL)	\$POA	Ask us about available options and stand out from the crowd.

Note: All tiers include a base level of digital exposure (logo on website, emails, signage) and access to delegate lists as permitted by ICNZB's data/privacy policy.

You may also propose custom packages (for example, combining projection branding, pop-up activations, digital sponsor content) aligned with Bookkeepercon26. Please contact us with your ideas.



EXHIBITION

Standard booth (2m x 1.8m or similar).

Double booth options available (4m x 1.8m).

Floorplan.

Inclusions: Power supply, 1x table, 2x chairs, signage, WiFi (if available).

Additional options: Custom furniture, lighting, demo stations.

Exhibitor listing in delegate conference material (app/booklet or similar).

Sponsorship add-ons: branded lanyards, delegate bags, expo engagement.

PROMOTIONAL & MEDIA EXPOSURE

Through our mailing list and social media following, we have access to over 5,000 bookkeepers and like-minded professionals. Our membership is made up of business owners, sole traders and employees, who are valued by their clients as trusted professionals.

Our members have clients across privately-owned corporate businesses, not-for-profit organisations, small start-ups and everything in between. They are a conduit for you to a wider community who need a vast range of business services. By becoming part of our “sponsor whanau” you will have access to a unique community who can promote your goods and services to their clients.

PRE-EVENT MARKETING

Logo on the Bookkeepcon26 website, email campaigns, social media announcements

Spotlight features (“Sponsor of the Week”)

Inclusion in press releases and partner media

Opportunity for guest blog / article on ICNZB channels

AT EVENT

Branding in main plenary, stage backdrops, banners, signage

Sponsor mentions by emcees

Inclusion in delegate handbook / event app

POST-EVENT & DIGITAL

On-demand session access, recordings with sponsor credit

Social media wrap-up and “top moments” posts

Inclusion in post-event report and analytics

Access to leads (opt-in) for follow-up

AUDIENCE & REACH METRICS (PROJECTIONS)

Attendees (in-person): 170pax

Virtual / livestream viewers: 25pax

Digital impressions: Website visits, email send-outs, social reach etc.

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

BENEFIT	PRINCIPAL SPONSOR	SILVER SPONSOR	TECH & INNOVATION PARTNER	AWARD CATEGORY	MC SPONSOR	GALA DINNER SPONSOR	COCKTAIL HOUR	PHOTO BOOTH	LANYARD	T-SHIRT	CONFERENCE BAG	EXHIBITOR
Limited number	1	1	1	8	1	1	1	1	1	1	1	35
Tickets	4 conf + 2 dinner	3 conf	2 conf	2 dinner	2 conf + 2 dinner	4 dinner	1 dinner	x	1 conf	x	x	2 conf
Exhibition Space	Double	Single	x	x	x	x	10% off	x		x	x	Single
Speaking Slot (mins)	5-min opening + 45-min keynote/ workshop	45-min workshop	30 min showcase session	x	MC mention throughout conference	2m at awards	5m pre cocktail function	x	x	x	x	2m "quick bite"
Branding	Event signage, digital screens, T-shirts, website,	Event signage, digital screens, T-shirts, website,	Innovation Zone and conference app	Logo rotation at Gala	On stage throughout two days	Prominent branding at dinner & logo rotation	Branded activation space (POA)	Branding on keepsake photos	Logo on lanyards/ badges	Logo on delegate T-shirts	Logo on delegate bags Event signage, digital screens, T-shirts, website	Rotational slides conf only
Booklet or App	Two page feature or / Daily app push notification and advert pop up display	One page feature or / one day app push notification and advert pop up display	Conference app to include 'Sponsored by [company]	Mention	Mention	Logo + mention	Mention	Mention	Mention	Mention	Mention	Logo/ Mention
Award involvement	1 award category sponsorship	x	x	Trophy presentation	Trophy presentation	x	x	x	x	x	x	x
Bag Inserts	2 items	1 item	x	1 item	x	1 item	x	x	x	x	1 item	1 item
Special Features	Top-tier exposure across all channels	2nd tier exposure	Tech integration	Gala visibility	MC visibility	Key dinner exposure	Cocktail hour branding	Keepsake branding	Bag branding	Name badge branding	T-shirt branding	x
Investment	\$11,000*	\$8,000*	\$5,000*	\$2,000* per award category	\$5,000*	\$6,000*	\$3,500*	\$2,000*	\$4,200*	\$2,000*	\$2,500*	\$2,250*

*All investments are exclusive of GST. Upgrades and brand activations are available at additional cost (POA). Additional exhibitor registrations \$250+GST each (max 2 per company).

SPONSORSHIP CONDITIONS

The following terms and conditions are applicable to sponsors and exhibitors ("sponsorship" or "sponsors") of #Bookkeepcon26 ("the event"), an event operated by the Institute of Certified NZ Bookkeepers (ICNZB).

Acceptance of all sponsorship applications are subject to the Conference Team and Executive Committee approval. The Executive Committee further reserves the right to decline previously approved applications based on any association, direct or indirect, that do not uphold the objectives of the conference.

Nothing contained in a sponsorship transaction for the event will be deemed to constitute a partnership, joint venture or agency relationship between you and ICNZB.

In order to confirm sponsorship of and or/exhibition space at the event, completion of the registration form is required. Upon acceptance of registration ICNZB will generate and issue a GST invoice to you. Payment will be required within 7 days of the invoice date.

Cancellations must be made in writing. In the event of withdrawal of sponsorship, please be advised that unless that package is resold, ICNZB will reserve our right to retain 25% of the total price as an administration fee. If the cancellation is received less than 8 weeks prior to the event, no refund will be applied.

The audio or video recording of all or any part of the event without express permission from ICNZB is not permitted. Anybody found recording without permission will be removed from the event. For clarity, a separate videographer has not been engaged for this event, streaming of sessions will be via venue equipment.

An official photographer may be engaged for the conference. These photos are the sole property of ICNZB and we have the right to use them at our discretion. Where applicable, and able, any direct photos relating to the sponsorship will be shared with that party.

Should your sponsorship include promotion of your logo, an insert in the conference bag, or any other item – this is subject to materials being received prior to the deadlines which will be advised to you.

In the event that materials, information or artwork required by ICNZB are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

ICNZB strongly encourages sponsors to investigate insurance that covers injury or damage to persons or property, medical cover, expenses incurred in the event of a cancellation (including loss of fees / deposits).

It is the responsibility of each sponsor to ensure that their stand and goods on display are adequately insured for theft and damage. Sponsors are responsible for any injury to persons and damage to property in the Conference environment caused during the setting up, the operation of, and dismantling and removal of the exhibition.

ICNZB further reserves the right to change the format or cancel the event as a result of mandated requirements of ICNZB management, the venue where the event is taking place, the Government of New Zealand or any other jurisdiction in which the event is taking place, or any other relevant authority, in each case without liability.

All guarantees, representations, conditions and warranties of any nature are expressly excluded. However, nothing in these terms limits, excludes or modifies or purports to do so, the guarantees as provided under the Privacy Act 1993 (as updated) and/or the Consumer Guarantees Act 1993. If these laws impose any inalienable consumer rights then to the extent of any inconsistency with these terms, these terms are to be read down to permit those rights.

To the maximum extent permitted by applicable law, ICNZB, its employees, agents and contractors will not be liable for personal injury or death, property damage, or any other loss (including without limitation, liability for negligence, breach of these terms or any other agreement), damage, cost or expense (including, without limitation, loss of profits, business interruption, loss of information, indirect, special, punitive or consequential loss or damage) arising out of or in connection with the Event. This includes and is not limited to any losses associated with cancellation costs relating to travel, flights, accommodation, should the Event be cancelled.

ICNZB shall not be considered in breach of these terms to the extent that performance of its obligations is prevented by an event of force majeure (including an act of war, industrial action, civil disturbance, adverse weather conditions, natural disaster, pandemic or other unforeseeable circumstances beyond ICNZB's control).

APPLICATION FOR SPONSORSHIP AND/OR EXHIBITION

CLICK HERE TO COMPLETE THE DIGITAL FORM or complete the form below and return to: events@icnzb.org.nz.

Contact details

Company Name			
Contact person		Position	
Telephone		Mobile	
Website		Email	

Sponsorship packages (Please tick the appropriate package below. All rates exclude GST)

<input type="checkbox"/>	Principal Sponsor \$11,000	<input type="checkbox"/>	Silver Sponsor \$8,000	<input type="checkbox"/>	Technology & Innovation Partner \$5,000
<input type="checkbox"/>	MC Sponsor \$5,000	<input type="checkbox"/>	Gala Dinner Sponsor \$6,000	<input type="checkbox"/>	Award Category Sponsor \$2,000
<input type="checkbox"/>	Cocktail Hour \$3,500	<input type="checkbox"/>	Photo Booth \$2,000	<input type="checkbox"/>	Conference Bag Sponsor \$2,500
<input type="checkbox"/>	Lanyard Sponsor \$2,500	<input type="checkbox"/>	T-Shirt Sponsor \$2,000	<input type="checkbox"/>	Premier Trade \$5,500
<input type="checkbox"/>	Exhibitor \$2,250	<input type="checkbox"/>	Furniture Upgrade \$POA	<input type="checkbox"/>	

Extra tickets (Please indicate the number of extra tickets. All rates exclude GST)

<input type="text"/>	Extra Exhibitor Registration @ \$250 each	<input type="text"/>	Extra Gala Awards Tickets @ \$140 each
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DECLARATION

I have read and agree to the Terms and Conditions and the Cancellation Policy outlined in this prospectus. I declare that I am authorised to make this commitment on behalf of my organisation. I understand that exhibition space will be allocated according to the level of the sponsorship package, and in the order in which sponsorships and exhibition booths are booked. By selecting my exhibition space preferences, I understand that it is an indication only and is subject to availability and change.

NAME:

SIGNATURE:

DATE:

For more information or to discuss what is possible please contact us at events@icnzb.org.nz

