

UNLOCKING POTENTIAL



BOOKKEEP CON25

SPONSORSHIP PROSPECTUS

25 - 26 JULY 2025
CHATEAU ON THE PARK, CHRISTCHURCH



for bookkeepers • by bookkeepers

#BOOKKEEPCON25

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About the Institute of Certified NZ Bookkeepers

The Institute of Certified NZ Bookkeepers (ICNZB) is a non-profit, member-led organisation founded in 2010 - we are celebrating our 15th birthday this year!

Our Mission is empowering Bookkeepers as trusted and valued professionals, driving industry standards, advocating for the profession, and nurturing a supportive community.

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



#Bookkeepcon25

The Pinnacle Event for NZ Bookkeepers

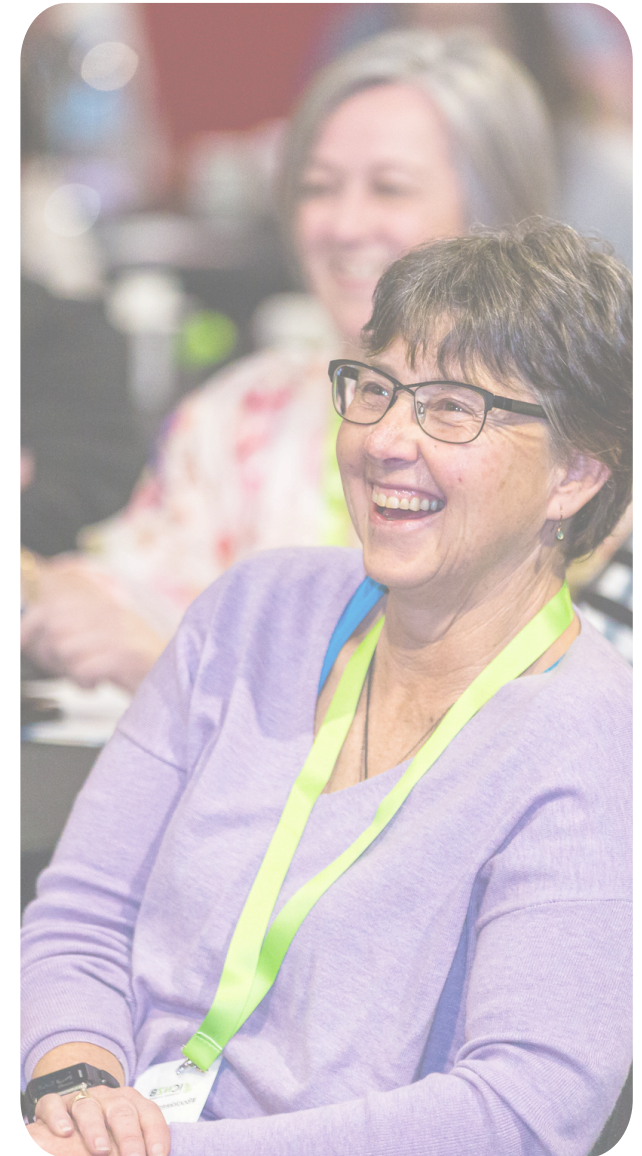
In July 2025, Christchurch will host NZ's premier gathering of bookkeeping professionals for a prestigious two-day event focused on learning, innovation and connection.

#Bookkeepcon25, dedicated to “*Unlocking Potential*,” unites the industry's brightest minds to elevate expertise, share insights, and strengthen community.

As a valued sponsor or exhibitor, you'll gain exclusive access to this influential audience, with high-visibility opportunities before, during, and after the event. Your brand will be prominently featured across conference materials and the ICNZB website, ensuring ongoing recognition.

Plus, you'll enjoy unparalleled engagement with delegates during both professional sessions and dynamic social events.

Don't miss the chance to be part of the industry's most anticipated event of the year. We look forward to welcoming you to #Bookkeepcon25!



Conference Information

SCHEDULE OF EVENTS

Friday 25th of July, 2025

8:30 am – AGM (Members only)
10:00 am – Registration and Morning Tea
10:30 am – Conference Starts
5:00 pm – Conference concludes, followed by
Cocktail Hour (TBC)

Saturday 26th of July, 2025

9:00 am – Conference Starts
4:00 pm – Conference Concludes
6:30 pm – Gala Dinner Evening
11:00 pm – Gala Dinner Evening Concludes

2025 VENUE



Chateau on the Park
Christchurch

TARGET AUDIENCE

Delegates will include (but not be limited to) NZ bookkeepers and bookkeeping businesses

Gala Dinner Evening

The ICNZB Annual Gala Dinner Evening is a special event in the bookkeeping calendar where bookkeepers come together to celebrate community, camaraderie, and to honor our members. It is also the evening where we present our prestigious Excellence Awards.

As the sponsor of this event you will build brand awareness and showcase your business to our exclusive audience.

This is not just your standard Gala Dinner! This year's event will include a bit of spice with fun, games, celebrations and interactive networking.



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

Sponsorship Packages

Principal Sponsor

\$12,000*

- One package available
- Includes 4 conference tickets and 2 Gala Dinner tickets. Additional tickets can be purchased via the registration form
- Double size exhibition space, backboard, power to your stand and 1.8m trestle with two chairs OR Upgrade available for \$250+GST for one leaner and two stools
- Opening address of 5 minutes and a 60 minute speaking slot to the full conference
- Branding featured on a coffee cart. Branded reusable cups can be arranged (\$POA)
- Promotion across social media, newsletter and website
- Logo played on loop during 2-day conference
- Two-page feature spread in conference booklet
- Up to two items included in the conference bag. Items to be supplied by the sponsor
- Branding added to conference T-shirts
- 10% off award category sponsorship

**\$10,000 per year for 3-year commitment*

Sponsorship Packages

Day 1 or 2 Sponsor

\$6,000*

- One package available for each day (Day 1 & Day 2)
- Includes 2 conference tickets and 1 Gala Dinner ticket. Additional tickets can be purchased via the registration form
- Exhibition space including size upgrade, backboard, power to your stand and 1.8m trestle with two chairs OR Upgrade available for \$250+GST for one leaner and two stools
- A short pre-lunch address of 2 minutes and one breakout session of 30 minutes
- Branding featured on the water station on day of sponsorship
- Promotion via social media, newsletter and website
- Logo played on loop during day of sponsorship
- One-page feature in the conference booklet
- One item included in the conference bag. Item to be supplied by sponsor
- Branding added to conference T-shirts
- 10% off award category sponsorship

**\$5,000 per year for 3-year commitment*

Sponsorship Packages

Gala Dinner Evening Sponsor

\$6,000*

- Includes 4 Gala Dinner tickets. Additional tickets can be purchased via the registration form
- 10% discount off exhibition space
- On-stage trophy presentation with each award sponsor and winner
- A short address of 2 minutes at the beginning of the awards + brand activation opportunity (\$POA)
- Prominent involvement in fun evening activities
- Promotion across social media, newsletter and website
- Prominent display of branding
- Promotion in the conference booklet
- One item included in the conference bag and on the tables. Item to be supplied by sponsor

**\$5,000 per year for 3-year commitment*

Sponsorship Packages

Award Category Sponsor

\$2,000*

- 8 award categories available
- Includes two Gala Dinner tickets. Additional can be purchased via the registration form
- Trophy presentation and photo opportunity with the winner of the sponsored category
- Promotion on social media, newsletter and website
- Logo played on loop during Gala Dinner Evening
- Promotion in the conference booklet
- 1 item included in the conference bag. Item to be supplied by sponsor

** per award category*

Sponsorship Packages

Cocktail Hour Sponsor

\$3,500

- One package available
- Includes 1 Gala Dinner ticket. Additional can be purchased via the registration form
- 10% discount off exhibition space
- A short address of 5 minutes pre-cocktail hour + brand activation opportunity (\$POA)
- Promotion across social media, newsletter and website
- Logo played on loop during day 1 of the conference and during the cocktail hour
- Promotion in the conference booklet
- One item included in the conference bag. Item to be supplied by sponsor

Sponsorship Packages

Exhibitor

\$2,000*

- 18 standard exhibition spaces available
- Includes one conference ticket. Additional can be purchased via the registration form
- Exhibition space including backboard, power to your stand and 1.8m trestle and two chairs
OR Upgrade available for \$250+GST for one leaner and two stools
- A two minute 'quick bites' introduction to full conference
- Prize draw on Day 2 during afternoon tea in exhibition area. Item to be supplied by sponsor
- Promotion across social media, newsletter and website
- Logo on rotational slides throughout 2-day conference
- Promotion in the conference booklet
- 1 item included in the conference bag. Item to be supplied by sponsor

**per exhibition space*

Sponsorship Packages

Photo Booth Sponsor

\$2,000

- One package available
- 10% discount off exhibition space
- Branding on photobooth keepsake photographs
- Promotion across social media, newsletter and website
- Logo on rotational slides throughout 2-day conference
- Promotion in the conference booklet
- Optional item included in the conference bag. Item to be supplied by sponsor

Event Promotion

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.

Our sponsorship packages are priced competitively and designed to showcase your contribution to their maximum potential. Limited packages are available, so to the best of our ability, we will assist you in selecting your first option.

We have 3,400 followers on Facebook and 1,690 on LinkedIn. Updates and promotional communications will go via both email and social posts. The quicker that you sign up to participate, the more exposure you will get.

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

Sponsorship Conditions

The following terms and conditions are applicable to sponsors and exhibitors (“sponsorship” or “sponsors”) of #Bookkeepcon25 (“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.

Cancellation or withdrawal from a multi year sponsorship agreement will incur the following penalties:

- Cancellation or withdrawal of year 1, 2 and 3 of multi year agreement: ICNZB will reserve our right to retain 50% of the total price as an administration fee. If the cancellation is received less than 8 weeks prior to the event in year 1, no refund will be applied to year 1 and a 50% administration fee will apply to year 2 and 3.
- Cancellation or withdrawal of year 2 and 3 of multi year agreement: ICNZB will reserve our right to retain 50% of the total price as an administration fee. If the cancellation is received less than 8 weeks prior to the event in year 2, no refund will be applied to year 2 and a 50% administration fee will apply to year 3.

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 has been 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).

Last updated 25 February 2025

#BOOKKEEPCON25 SPONSORSHIP & EXHIBITION ACCEPTANCE FORM

CONTACT DETAILS

Please fill out the following details:

Please return your completed form to: events@icnzb.org.nz **OR**

[CLICK HERE TO COMPLETE THE DIGITAL FORM](#)

Company Name

Sponsor/Exhibitor Main Contact

Contact Name

Email

Title

Website

Phone

SPONSORSHIP AND/OR EXHIBITION PACKAGE

Please tick the appropriate package below. All rates exclude GST:

- | | | | | | | |
|---|----------|-----------|---|-------------|--|---------|
| <input type="checkbox"/> Principal Sponsor | \$12,000 | OR | <input type="checkbox"/> 3YR Principal Sponsor | \$10,000/yr | <input type="checkbox"/> Cocktail Hour Sponsor | \$3,500 |
| <input type="checkbox"/> Day 1 Sponsor | \$6,000 | OR | <input type="checkbox"/> 3YR Day 1 Sponsor | \$5,000/yr | <input type="checkbox"/> Exhibitor Space | \$2,000 |
| <input type="checkbox"/> Day 2 Sponsor | \$6,000 | OR | <input type="checkbox"/> 3YR Day 2 Sponsor | \$5,000/yr | <input type="checkbox"/> Exhibitor Furniture | \$250 |
| <input type="checkbox"/> Gala Dinner Sponsor | \$6,000 | OR | <input type="checkbox"/> 3YR Gala Dinner Sponsor | \$5,000/yr | <input type="checkbox"/> Upgrade | |
| | | | | | <input type="checkbox"/> Award Category Sponsor | \$2,000 |
| | | | | | <input type="checkbox"/> Photo Booth Sponsor | \$2,000 |

EXTRA CONFERENCE REGISTRATON ___ ea @ \$499 | EXTRA GALA AWARDS TICKETS ___ ea @ \$140

DECLARATION

I (print name) _____ agree to sponsor/exhibit at the 2025 Institute of Certified NZ Bookkeepers Conference as indicated above.

☐ I confirm that I have read, understand and agree to the Terms & Conditions as outlined on page 16 of this document.

Signed: _____

Date: _____