



**2024
conference**

ŌTAUTAHI | CHRISTCHURCH • AOTEAROA | NEW ZEALAND
22 - 25 OCTOBER 2024



**Australian
Society of
Archivists**

ARANZ ARCHIVES & RECORDS
ASSOCIATION OF NZ
TE HUIंगा MAHARA



PARBICA
Pacific Regional Branch
Branche Régionale pour le Pacifique

YOU'RE INVITED

The [Australian Society of Archivists \(ASA\)](#), [Archives & Records Association of NZ Te Huinga Mahara \(ARANZ\)](#) and the [Pacific Regional Branch of the International Council of Archives \(PARBICA\)](#) extend a warm invitation to you to be a part of our prestigious international conference, “Opening the Archives: Access, Engagement, and Innovation.” This remarkable event will be hosted in the stunning city of Ōtautahi | Christchurch, Aotearoa | New Zealand.

NETWORKING OPPORTUNITIES

This conference presents a golden opportunity for meaningful interactions with a diverse community of international delegates and sponsors. This year’s conference is more than just an event; it’s a platform for you to engage with a targeted audience and establish a strong brand presence across Australia and the broader Asia-Pacific region within the Archives and Records field, an integral segment of the Information Management industry. We bring together the influential decision-makers at the national, state, and local levels, making it the perfect stage for you to showcase your offerings. Delegates come from a mix of federal and state government agencies, archives, galleries, libraries, museums, public and private schools, commercial and community organisations, sporting institutions and more.

THE CONFERENCE

For 2024, we are once again gearing up for an immensely collaborative and engaging hybrid event, offering both in-person and online attendance options. Expect a rich program featuring esteemed keynote speakers, thought-provoking panel discussions, dynamic lightning talks, interactive workshops, vibrant social activities, and enlightening tours. This multifaceted agenda provides an array of opportunities for our valued sponsors and exhibitors to shine, to introduce their products and services to a captive audience, and to forge lasting connections within this vibrant and vital sector.

Don’t miss your chance to be part of this incredible conference and to elevate your brand in the archives and records community. Secure your spot now and join us in Ōtautahi | Christchurch for a conference that promises to be unforgettable.

JOIN US AT

TE PAE CHRISTCHURCH CONVENTION CENTRE

Te Pae Christchurch is 15 minutes from the Christchurch International Airport.

Nestled in the vibrant center of the city, Te Pae Christchurch enjoys a prime location amidst a bustling metropolis, providing the quintessential New Zealand experience. It's just a short stroll away from a plethora of dining options, city attractions, and shopping delights.

THE THEME

Join us in opening the archives as we share experiences and strategies through access, engagement or other innovative avenues.

The conference aims to bring together a wide range of views on what 'opening' the archives means; how this has been, or might be, achieved and when it should not. It is also a space to explore the challenges and opportunities posed by new technologies, increased accessibility, and the acknowledgment of historical and cultural sensibilities.

PROGRAM AT A GLANCE

Our full program will be released in May 2024.*

Tuesday 22 October	Association Meetings Awards Ceremony Welcome Reception	Various TBA Te Pae Christchurch Te Pae Christchurch
Wednesday 23 October	Conference Day 1	Te Pae Christchurch
Thursday 24 October	Conference Day 2	Te Pae Christchurch
Friday 25 October	Workshops / Tours	Various TBA

**program structure subject to change*

SPONSORSHIP PACKAGES

Listed below are various sponsorship packages for your consideration, each include a range of marketing and branding opportunities. We also welcome further discussion in order to best tailor a package.

To purchase a sponsorship package or to exhibit, please contact our conference team via email at office@archivists.org.au. Prices are exclusive of GST (10%).

Package	Number of Opportunities	Page Number	Price
Principal Partner		5	SOLD
Conference Partner	Multiple	6	AUD 15,000
Conference Dinner Sponsor	1	7	AUD 10,000
Welcome Reception Sponsor	1	8	AUD 10,000
Session Sponsor	Multiple	9	AUD 3,000
Coffee Stand Sponsor	1	10	AUD 4,500
Ice Cream Station Sponsor	1	11	AUD 2,500
Lunch Sponsor	2	12	AUD 2,000
Morning/Afternoon Tea Sponsor	4	13	AUD 1,500
Quiet Zone Sponsor	1	14	AUD 5,000
Virtual Conference Platform Sponsor	1	15	AUD 5,000
Conference App Sponsor	1	16	AUD 3,000
Exhibition Space Only	8-10	17	AUD 3,000
Additional Exhibition Staff (per person)		17	AUD 250

PRINCIPAL PARTNER

Claim the spotlight by being a Principal Partner of **Opening the Archives** with exclusive branding opportunities to ensure you will be at the forefront of delegates minds. Enjoy additional benefits including complimentary conference registrations.

REGISTRATION

- 5 in-person registrations
- 10 virtual registrations

EXHIBITION

- Physical exhibition space
- Virtual exhibition space in the virtual conference platform including videos and downloadable PDF brochures
- Meals for 2 staff included

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website including Homepage and static Footer
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Verbal acknowledgment during the conference
- Pull up banner (610mm x 1500mm) in a prominent location for the duration of the conference
- EventStream (conference social stream) posts x 2 per conference day (start/end)
- Logo and acknowledgment displayed on:
 - Welcome slides for each session
 - Electronic banner advertisement in conference app
 - Electronic banner on virtual conference platform
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

SOLD

CONFERENCE PARTNER

Elevate your presence through a Conference Partnership with exclusive branding opportunities and additional perks like complimentary conference registrations.

REGISTRATION

- 3 in-person registrations
- 3 virtual registrations

EXHIBITION

- Physical exhibition space with booth
- Virtual exhibition space in the virtual conference platform including videos and downloadable PDF brochures
- Meals for 2 staff included

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website including Homepage
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Verbal acknowledgment during the conference
- Pull up banner (610mm x 1500mm) in a prominent location for the duration of the conference
- EventStream (conference social stream) posts x 1 per conference day
- Logo and acknowledgment displayed on:
 - Welcome slides for each session
 - Electronic banner advertisement in conference app
 - Electronic banner on virtual conference platform
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 15,000 + GST (10%)

CONFERENCE DINNER SPONSOR

Ride the energy from the first-day sessions and grab attendees' attention as they relax.

REGISTRATION

- 3 in-person registrations
- 3 virtual registrations

EXHIBITION

- Virtual exhibition space in the virtual conference platform including videos and downloadable PDF brochures

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Verbal acknowledgment during the dinner
- Free standing corporate banners may be displayed in the Conference Dinner venue (sponsor to supply)
- EventStream (conference social stream) posts x 1 per conference day
- Logo and acknowledgment displayed on:
 - Conference Dinner menu
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 10,000 + GST (10%)

WELCOME RECEPTION SPONSOR

Harness the energy from the first day of sessions and engage delegates as they unwind. This package provides various branding opportunities, allowing your brand to take the spotlight as you welcome delegates at the event's initial networking opportunity.

REGISTRATION

- 3 in-person registrations
- 3 virtual registrations

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- 1 Pull up banner (610mm x 1500mm) in a prominent location at the venue for the duration of the reception
- Logo and acknowledgment displayed on:
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 10,000 + GST (10%)

SESSION SPONSOR

As a Session Sponsor, you can align with in-depth discussions on industry-relevant topics. These sessions offer delegates valuable knowledge and insights, and also give you the chance to become connected with innovative and significant ideas.

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Logo and acknowledgment displayed on:
 - Welcome Slide for relevant session
 - Prominent location during the session (A3)
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 3,000 + GST (10%)

COFFEE STAND SPONSOR

Showcase your brand with a fantastic opportunity for exposure at the most popular spot in the venue and give delegates the chance to rejuvenate with free coffee, tea and hot chocolates during break-time.

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Logo placement on coffee stand (A4) for duration of the conference
- Verbal acknowledgment during the conference announcing free coffees available
- EventStream posts (conference social stream) during the conference announcing free coffees available
- Logo and acknowledgment displayed on:
 - Social media posts (by ASA, ARANZ, PARBICA)
 - ASA newsletter

AUD 2,500 PER DAY + GST (10%)

ICE CREAM STATION SPONSOR

Showcase your brand on the ice cream station and give delegates a chance to cool down throughout the afternoon break.

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Logo placement on ice cream stand (A4) for duration of the conference
- Verbal acknowledgment during the conference reminding delegates to take an ice cream break
- EventStream posts (conference social stream) during the conference reminding delegates to take an ice cream break
- Logo and acknowledgment displayed on:
 - Social media posts (by ASA, ARANZ, PARBICA)
 - ASA newsletter

AUD 4,500 + GST (10%)

LUNCH SPONSOR

Savor the opportunity to nourish delegates' appetites while making a lasting impression. Your support not only ensures attendees enjoy a delicious meal but also allows your brand to take center stage, aligning itself with a moment of relaxation and networking during the event.

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website including agenda/program page
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Logo and acknowledgment displayed on:
 - In a prominent location of the food area during lunch (A4)
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 2,000 + GST (10%)

MORNING/AFTERNOON TEA SPONSOR

Sweeten the conference experience by providing delectable refreshments for our delegates. This sponsorship opportunity enables your brand to be associated with the moments of relaxation and networking during these cherished breaks, making your presence felt throughout the event.

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website including agenda/program page
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Logo and acknowledgment displayed on:
 - In a prominent location food area during Morning/Afternoon Tea (A4)
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 1,500 + GST (10%)

QUIET ZONE SPONSOR

Sweeten the conference experience by providing delectable refreshments for our delegates. This sponsorship opportunity enables your brand to be associated with the moments of relaxation and networking during these cherished breaks, making your presence felt throughout the event.

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Logo and acknowledgment displayed on:
 - In a prominent location of the Quiet Zone (A4)
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 5,000 + GST (10%)

VIRTUAL CONFERENCE PLATFORM SPONSOR

Play a pivotal role in shaping the online conference experience. Your support provides delegates with a seamless and engaging virtual platform, allowing them to participate, connect, and access content effortlessly. Your brand will be at the forefront of this digital gathering, enhancing its reputation as a technology leader and facilitator of accessible and interactive virtual events.

REGISTRATION

- 2 virtual registrations

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- EventStream (conference social stream) posts x 1 per conference day
- Logo and acknowledgment displayed on:
 - Login page on virtual conference platform
 - Electronic banner on virtual conference platform
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 5,000 + GST (10%)

NOTE: If you are interested in bundling the Online Platform and Conference App Sponsorships, please speak to us about a combined price.

CONFERENCE APP SPONSOR

Take center stage in enhancing the event's digital experience. Your support ensures that attendees have a user-friendly and feature-rich conference app at their fingertips, making it easy for them to access information, connect with fellow participants, and maximize their conference experience.

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website inc
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- EventStream (conference social stream) posts x 1 per conference day
- Logo and acknowledgment displayed on:
 - App Splash Screen (loading screen)
 - Electronic banner on conference app
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 3,000 + GST (10%)

NOTE: If you are interested in bundling the Online Platform and Conference App Sponsorships, please speak to us about a combined price.

EXHIBITION SPACE

Unlock the potential of our dynamic conference by becoming an Exhibitor. Showcase your products, services, and innovations in our Exhibition Space, where you'll connect with a diverse and engaged audience of industry professionals. This is your chance to gain valuable exposure, forge new partnerships, and make a lasting impact on the conference landscape

EXHIBITION

- Physical exhibition space
- Virtual exhibition space in the virtual conference platform including videos and downloadable PDF brochures
- Meals for 1 staff included

BRAND EXPOSURE

- Company profile, logo, URL and social media handles on conference website
- Company profile, logo URL and social media handles on virtual conference platform and conference app
- Logo and acknowledgment displayed on:
 - ASA newsletter
 - Social media posts (by ASA, ARANZ, PARBICA)

AUD 3,000 + GST (10%)

ADDITIONAL EXHIBITION STAFF

Any additional staff are required to attend your exhibition space during the conference - meals included.

AUD 250 + GST (10%)