



ASSOCIATION OF LOCAL GOVERNMENT INFORMATION MANAGEMENT



2017 ANNUAL CORPORATE PROSPECTUS

EXHIBITING, SPONSORING, MEMBERSHIP AND MORE

THIS DOCUMENT AT A GLANCE

Partnering with ALGIM offers you cost-effective, dynamic opportunities to work with the Local Government sector, with a variety of options to suit your needs.

EXHIBITING

In 2017 ALGIM has a new events structure. Instead of our previous Conference and five Symposiums, we will now offer three national Conferences:

Autumn Conference: GIS and Information Records Management

22—23 May

Spring Conference: Web & Digital and Customer Experience

17—19 September

ALGIM Annual Conference (including Infrastructure technical stream)

13—15 November

Exhibiting at these events is a prime opportunity to build relationships with the decision makers and key influencers of Councils from around the country. We offer Platinum and Gold (standard) packages for exhibiting at these events, with discounted rates for members. [See page 6.](#)

SPONSORSHIP

Sponsorship is a great method for conveying the benefits of your organisation and its product and services to a targeted audience of potential customers. Plus by partnering with ALGIM you also are supporting the development and improvement of the Local Government sector that impacts every resident in New Zealand. With 20 different options available ranging in price to suit all budgets, sponsoring with us is the perfect way to increase

your visibility and build relationships with key decision makers and influencers. See [pages 7—9.](#)

Also available is our top-tier ‘Diamond Sponsorship’ package, which offers incredible value across our events year-round. This includes more than \$30,475 worth of sponsorship options for only \$22,000 (exl. GST). Only one package is still available for 2017, see [page 5.](#)

MEMBERSHIP

100% of all New Zealand Councils enjoy ALGIM membership and you can too — utilise our expertise and the opportunity to network with those Councils through corporate membership.

ALGIM offers significant benefits to our corporate members, including discounted exhibiting and sponsorship packages, in return for your support of us and the Local Government Sector. See [page 4](#) for a full list and more information.

FURTHER OPPORTUNITIES

Other opportunities available for partnership with ALGIM including:

- Producing webinars and training with us
- Developing research or whitepapers
- Advertising in our popular Network Magazine
- Offering discounts or deals to our members

Many organisations are also involved with us through unique, individual projects — we welcome discussions on new ideas. See [page 10.](#)

WHY SPONSOR WITH ALGIM

Form the valuable relationships that matter with the growing Local Government sector.

WHO WE ARE

The Association of Local Government Information Management (ALGIM) represents the national and international interests of the information, communication and technology (ICT) sector within New Zealand's city, district and regional Councils. 100% of all Local Authorities in New Zealand hold membership with us, and together we are working to lead New Zealand into the digital future. We provide best practice in the Local Government ICT sector by enhancing professional development through scholarships, training, events, awards, and networking, and offer leadership through toolkits, advocacy, research and shared services.

THE BENEFITS OF PARTNERSHIP

Companies can partner with ALGIM in a variety of ways, and these relationships are ones we, and our Council members, highly value. Sponsorship gives your business opportunities to achieve higher brand recognition, showcase product and service solutions to the ICT Local Government sector and market directly to a community of experts and decision makers who influence their organisations. Exhibiting and sponsoring our events is a targeted, cost-effective way to reach a sector that controls an estimated budget of \$95 million across hardware, software, communications, consulting, GIS and many other products and services.

KEY 2017 ALGIM EVENTS

For 2017 ALGIM has updated its events structure. We will now be offering three Conferences a year, as well as frequent training days, webinars and our suite of regular products and services.

Autumn Conference: GIS and Information Records Management

22—23 May

James Cook Hotel Grand Chancellor, Wellington

Spring Conference: Web & Digital and Customer Experience

17—19 September

Dunedin Events Centre, Dunedin

ALGIM Annual Conference

Includes an Infrastructure technical stream

13—15 November

Rotorua Energy Events Centre, Rotorua

We would love to work with you, and welcome discussion on the options discussed within this document or alternative proposals.

CONTACT INFORMATION

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BENEFITS OF MEMBERSHIP

Step up your support of our sector and reap the advantages of full membership.

100% of all New Zealand Councils enjoy ALGIM membership but they're not the only ones — utilise our expertise and the opportunity to network with those Councils through corporate membership.

ALGIM views its corporate members as business partners. We offer significant benefits in return for your support of us and the Local Government Sector and work hard to be a productive relationship that assists you with your needs. Members are also eligible for discounted rates and special offers in ALGIM's sponsorship and exhibitor options.

CORPORATE MEMBERSHIP BENEFITS

The advantages of ALGIM membership for those engaging with New Zealand Local Government are many, including:

- Significant discounts (15 — 20%) on attendance at ALGIM's popular [Conferences and events](#)
- Access to members-only sponsorship and exhibitor packages (offering significant discounts for value)
- Two weeks preferential bookings for trade stands at events
- Listed in all ALGIM events' programmes as a corporate member and supporter
- The ability to partner with us on our recently launched webinar sessions, offering training, information and/or development sessions to Councils around the country
- Free yearly subscription to ALGIM's thought-leadership magazine

- [Network](#) and ability to submit case studies for potential publishing
- Company logo and a link to your website on the [ALGIM Members page](#)
- A free vendor listing in the redeveloped and improved [Infobase](#) resource database software, which enables Councils to research all systems, software and vendors utilised by Councils nationwide
- Access to our online resources at www.algim.org.nz, which includes [whitepapers](#), [event presentations](#), [research](#), and [case studies](#) – valuable for understanding the key issues facing Local Government clients
- Wider collaborative opportunities with ALGIM and its Council members – developing partner programmes, conducting research, and/or offering deals to our members are just some of the options.

ALGIM Corporate Membership for one year is \$1,390 (excluding GST).

PREMIER CORPORATE MEMBERSHIP

There are also special benefits for those who chose to partner with ALGIM as our top-tier Premier Corporate Members. As well as all the advantages offered above, Premier membership also offers these additional benefits:

- One complimentary exhibition stand and exhibitor at ALGIM Annual Conference (valued at \$2,490 for members, \$2,990 for non-members)
- Access to Premier Corporate members-only discounts
- Listings in all ALGIM publications and [Network magazine](#), with the aim of providing maximum exposure where possible
- A listing in all ALGIM events' programmes as a Premier Corporate member and supporter
- Your company logo emphasised and a link to your website on the [ALGIM homepage](#), and a detailed description on the [ALGIM Members page](#)

ALGIM Premier Corporate Membership for one year is \$5,260 (excluding GST).

DIAMOND SPONSORSHIP

Diamond Sponsorship is our most exclusive sponsorship package, with only two available each year and currently only one opening remains for 2017.

Diamond sponsorship represents an extremely attractive collection of benefits across all the ALGIM does, and offered at very significant value compared to its cost. We are eager to make sure our Diamond sponsors are represented well on the ALGIM stage, and that we work together as partners to make the most out of all 2017's Local Government opportunities. This opportunity is only available to ALGIM corporate members.

DIAMOND SPONSORSHIP BENEFITS

The advantages of ALGIM membership for those engaging with New Zealand Local Government are many, including:

- Complimentary Double Booth and two exhibitors attendees at ALGIM Annual Conference
- Complimentary booth and one exhibitor for each seasonal ALGIM Conference (Spring and Autumn)
- 20% discount on additional exhibitor attendees
- Acknowledgement in opening address at all ALGIM Conferences
- Opportunity to provide a thought leadership presentation* to delegates at the ALGIM Annual Conference and at one ALGIM seasonal Conference
- Opportunity to present a technical workshop/seminar* (streamed session) at one event

- VIP Table reserved at the Annual Conference Awards dinner and both seasonal Conferences (excludes additional dinner tickets)
- Recognition as ALGIM Diamond Sponsor in all programmes and the opportunity to place complimentary ½ page adverts in all programmes
- Company listing in all 2017 Conference Apps (if available, and if attending)
- Complimentary insert to be included in all ALGIM event satchels (to be supplied by sponsor)
- Opportunity to place complimentary ½ page advert in all ALGIM Network magazines for year of sponsorship
- Complimentary company listing within ALGIM Infobase
- Your company logo, a short company profile and recognition as an ALGIM Diamond Sponsor on ALGIM website (including link to your website)
- Two weeks preferential bookings for trade stands at events

SPONSORSHIP COST: \$22,000 (excl. GST)

OR: \$16,500 excl. GST for Premier Corporates

VALUE INCLUDED TOTALS MORE THAN \$30,475

The benefits included in this package may be open to adjustment/ personalisation if you have specific needs or interests. We welcome discussions so please contact Jordan (see [page 3](#) for details) if you are interested.

*Topic to be approved by the ALGIM event organising committee — must connect to thought leadership, not be a 'sales pitch'. Must be received by event deadlines (stated by ALGIM staff).

EXHIBITING AT EVENTS

Exhibiting Options (all prices exclude GST)	Autumn Conference: GIS and Information Records Management	Spring Conference: Web & Digital and Customer Experience	Annual Conference Includes Infrastructure technical stream
Platinum Sponsorship (only available to ALGIM members, limited spaces) Double booth and three exhibitor attendees 10% discount on additional exhibitors attendees Preferential booking (offered two weeks prior to exhibit space opening) Opportunity to present a thought leadership presentation/workshop* (streamed session) VIP table reserved at the event Awards Dinner (excludes additional dinner tickets) 1/4 page advert plus recognition as a Platinum Sponsor in the event programme One insert included in delegate satchel (more can be included at cost) Listing in event app (if available) Complimentary listing in ALGIM's Infobase Logo on event website Annual Conference only: 1/4 page advert in Network magazine <i>Note: Booths use four panels for display/space definition. Two spotlights and power is included however exhibitor provides own furniture</i>	\$7,500 <i>Limit of 4 Platinum Sponsors, 3 currently available</i> <i>Total value of more than \$9,750</i>	\$7,500 <i>Limit of 4 Platinum Sponsors</i> <i>Total value of more than \$9,750</i>	\$8,500 <i>Limit of 6 Platinum sponsors</i> <i>Total value of more than \$12,500</i>
	PREMIER CORPORATE MEMBERS		
	\$6,000	\$6,000	\$7,500
Gold Exhibitor Standard booth and one exhibitor attendee One insert included in delegate satchel (more can be included at cost) Company listing in event app (if available) <i>Note: Standard booths use three panels for display/space definition. Two spotlights and power is included however exhibitor provides own furniture</i>	MEMBERS		
	\$2,490	\$2,490	\$2,990
	NON-MEMBERS		
	\$2,990	\$2,990	\$3,490
Additional Exhibitor Attendees (joining on existing Gold or Platinum bookings) Maximum 3 extra attendees per booth (double booths therefore have maximum 6 extra attendees)	MEMBERS		
	\$650 per attendee	\$650 per attendee	\$650 per attendee
	NON-MEMBERS		
	\$850 per attendee	\$850 per attendee	\$850 per attendee

All prices exclude GST. Exhibitor spaces are limited based on event space available, and registrations are at the discretion of ALGIM staff.

*Topic to be approved by the ALGIM event organising committee — must connect to thought leadership, not a 'sales pitch'. Brief proposal must be received by event deadlines (stated by ALGIM staff).

SPONSORSHIP OPTIONS — NETWORKING & FUNCTIONS

High Visibility Sponsorship Options (all prices exclude GST)	Autumn Conference: GIS and Information Records Management	Spring Conference: Web & Digital and Customer Experience	Annual Conference Includes Infrastructure technical stream
First Night Function Your logo and 1/4 page advert included in Annual Conference programme Banners/signage displayed, as appropriate Referenced and thanked by MC during event Opportunity to introduce entertainment, if applicable	N/A	N/A	\$7,500
Awards Dinner Pre-Event Networking Recognition as sponsor in the event programme and by MC at event Banners/signage displayed, as appropriate	\$1,500	\$1,500	\$2,500
Conference Lunch (Singular) Recognition as sponsor in the event programme and by MC at event Banners/signage displayed, as appropriate	\$3,000	\$3,000	\$3,000
ALGIM Awards Dinner Sponsorship Complimentary ALGIM Gold Exhibitor package Your logo and 1/4 page advert included in Annual Conference programme Banners/signage displayed, as appropriate Opportunity to welcome dinner attendees <i>Note: With suitable arrangements, this sponsorship amount can be shared between organisations.</i>	\$10,000	\$10,000	\$14,000
Awards After-Dinner Entertainment Recognition as sponsor in the event programme and by MC at event Banners/signage displayed, as appropriate <i>Note: Entertainment selected in consultation with Conference committee</i>	\$2,500	\$2,500	\$3,000
VIP Table at Awards Dinner Opportunity to invite key stakeholders attending the dinner to join you at your table Table will be located in a prime location and served promptly Your organisation's logo displayed on table Recognition as sponsor in the event programme	\$750	\$750	\$1,125

All prices exclude GST. Sponsorship items are subject to availability, however if an option is already taken, please speak to us for other potential arrangements. All ALGIM Sponsors are required to sign the ALGIM Sponsorship Agreement, in specific reference to the selected item(s) of sponsorship. ALGIM retains the right to change pricing or to limit sponsorship opportunities for events it produces, however pricing for selected sponsorship item(s) is guaranteed for those businesses who have signed an ALGIM Sponsorship Agreement.

SPONSORSHIP OPTIONS — ITEMS & AMENITIES RIGHTS

High Visibility Sponsorship Options (all prices exclude GST)	Autumn Conference: GIS and Information Records Management	Spring Conference: Web & Digital and Customer Experience	Annual Conference Includes Infrastructure technical stream
Lanyards/Nametags Right to supply lanyards with your company branding for official event use Recognition as sponsor in event programme <i>Note: Supply of lanyards/nametags is to be provided (at own cost) by sponsor</i>	\$1,800	\$1,800	\$2,600
Company Logo on ALGIM Official Staff Shirts Recognition as sponsor in ALGIM events programmes Worn by ALGIM staff at all ALGIM events and Board meetings, and often by ALGIM Board <i>Note: This is a two-year sponsorship contract/option</i>	Subject to tender		
Coffee Cart One company banner and branded sign at coffee cart Your logo highlighting location on exhibitor map Recognition as sponsor in event programme <i>Note: Supply of coffee cart, barista and coffee is to be organised (at own cost) by sponsor</i>	\$1,600	\$1,600	\$1,750
Power Station (two available) Your company banners displayed in power station zone Your logo highlighting location on exhibitor map Recognition as sponsor in the event programme	N/A	\$1,600	\$1,750
Pads or Pens Right to supply pads or pens with your company branding for official event use Recognition as sponsor in event programme <i>Note: Supply of pens or pads is to be provided (at own cost) by sponsor</i>	\$500	\$500	\$600
Additional Item in Satchels or Conference App Subject to ALGIM approval and specifications	\$200	\$200	\$250
Satchels Right to supply satchels with your company branding for official event use Recognition as sponsor in event programme <i>Note: Supply of satchels is to be provided (at own cost) by sponsor</i>	N/A	N/A	\$3,000

All prices exclude GST. Sponsorship items are subject to availability, however if an option is already taken, please speak to us for other potential arrangements. All ALGIM Sponsors are required to sign the ALGIM Sponsorship Agreement, in specific reference to the selected item(s) of sponsorship. ALGIM retains the right to change pricing or to limit sponsorship opportunities for events it produces, however pricing for selected sponsorship item(s) is guaranteed for those businesses who have signed an ALGIM Sponsorship Agreement.

SPONSORSHIP OPTIONS — SPEAKERS, ROOMS & AWARDS

High Visibility Sponsorship Options (all prices exclude GST)	Autumn Conference: GIS and Information Records Management	Spring Conference: Web & Digital and Customer Experience	Annual Conference Includes Infrastructure technical stream
Event App	Subject to discussion	Subject to discussion	Subject to discussion
Speaker Sponsorship (from pre-arranged event speakers list) Opportunity to introduce the speaker and your organisation to audience (5 mins) Your banner displayed on stage during presentation Recognition as sponsor in event programme <i>Note: Cost dependent on the speaker selected you wish to sponsor — please discuss with us.</i>	From \$3,000	From \$3,000	From \$3,000
Organisational Speaking Slot* (subject to approval, limited spaces) Opportunity to give a thought leadership presentation or workshop* (streamed session) Can be run by your staff or an outside speaker, brief summary of topic required beforehand for approval Your banner displayed on stage during presentation	\$3,500	\$3,500	\$3,500
Conference MC Recognised publicly by MC in opening announcement and multiple mentions each day of event Your logo and 1/4 page advert included in Annual Conference programme with special recognition as 'MC Sponsor'	From \$6,000	From \$6,000	From \$8,000
Award Sponsorship Opportunity to present the Award to the recipient, and be photographed with winner Your company banner displayed at the Award Dinner Your company logo in the awards section of the Event Programme Sponsorship recognised in all award marketing – ALGIM website, Network Magazine etc <i>Note: Please contact staff for an up-to-date list of those available for sponsorship. Confirmation of which award you want to sponsor, or if you'd like to sponsor multiple, will be done direct with them.</i>	\$1,000 per award	\$1,000 per award	Excellence in Leadership \$1,750 (SOLD) Excellence in Innovation \$3,250
Breakout Room Naming Rights (limited to no. rooms available at event) Room referred to as "Sponsor" Breakout Room in programme, website and by MC Your logo highlighting location on exhibitor map Recognition as sponsor in the event programme	\$5,000	\$5,000	\$6,000

All prices exclude GST. Sponsorship items are subject to availability, however if an option is already taken, please speak to us for other potential arrangements. All ALGIM Sponsors are required to sign the ALGIM Sponsorship Agreement, in specific reference to their item(s) of sponsorship. ALGIM retains the right to change pricing or to limit sponsorship opportunities for events it produces, however pricing for selected sponsorship item(s) is guaranteed for those businesses who have signed an ALGIM Sponsorship Agreement.

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FURTHER OPPORTUNITIES

ALGIM is much more than just events, and offers many other avenues for connecting with Councils, promoting your business and developing thought leadership.

WEBINARS

As a part of the ALGIM ICT Training Academy in 2017 we will be offering regular free and paid webinars to our members. These will cover a range of topics from technical training to thought leadership discussion. We are interested in working with vendors who can offer interesting presentations to our sector, or who would like to act as sponsor for an expert speaker. Members receive discounted rates for their sponsorship or presentation fee.

NETWORK MAGAZINE ADVERTISING

Advert Size	Cost (excl. GST)
Full Page	\$800
1/2 Page	\$600
1/4 Page	\$300

ALGIM's magazine Network is a compelling and popular read, focusing on thought leadership, local government discussion, expert opinion pieces and the latest news for our organisation. More than 450 Council employees and key

technology leaders receive this magazine, including the CEOs and CIOs of every Council in the country. It is published three times a year (May, September, December) and is a strong opportunity for cost-effective marketing to a targeted audience.

WHITEPAPERS & RESEARCH

Research is a key pillar of ALGIM's work, and we regularly produce whitepapers on a number of strategic and technical topics. Supporting the knowledge of our Local Government sector is one of the best ways to improve the services and skills of our Councils, and we welcome corporate partners who would like to. This can be by sponsoring a particular topic, or by sharing resources or your own organisation's knowledge to benefit the sector. Alternatively there may be an area of study that your organisation is itself interested in — can research produced together help your business too? The opportunities are wide ranging.

MEMBERS DISCOUNTS

As a part of ALGIM membership we are interested in offering Council staff a variety of deals or discounts as a part of their benefits. Our members represent a huge segment of New Zealand, and these special offerings are a great way to promote your products or services. If you want to get your organisation's name in front of Local Government's key decision-makers, talk to us about the benefits we can collaboratively offer the Local Government sector.

YOUR OWN IDEAS

Success in business and technology is about finding the next great opportunity — so tell us about yours! Many of ALGIM's partners are involved with us through completely independent and unique projects, so if you have an idea of a project that you'd like to work with us on, please get in touch. Anything that benefits or interests our members interests us, and we are always open to hearing new pathways for partnership.