CITRENZ 2022

COMPUTING AND INFORMATION TECHNOLOGY RESEARCH AND EDUCATION NEW ZEALAND

CONFERENCE SPONSORSHIP OPPORTUNITIES

4th - 7TH OCTOBER 2022
ARA INSTITUTE OF CANTERBURY,
ŌTAUTAHi ,CHRISTCHURCH

Ara
Institute of Canterbury
Ara rau, taumata rau

Contents

Special thanks to Ara Institute of Canterbury for their support of CITRENZ 2022 providing our venue for this years conference.

CITRENZ 2022 is also proudly supported by

Welcome

Kia ora

I would like to personally welcome you and thank you for taking the time to consider the sponsorship opportunities for the CITRENZ 2022 Conference.

In the next few pages you will read a bit about the CITRENZ 2022 Conference and also the many opportunities in this year's sponsorship prospectus. Before you do that, I would like to take a moment as the Chair of CITRENZ to welcome you and to paint a bigger picture of what supporting Vocational Education for Information Technology is really all about.

At the heart of Vocational Education is learning in a hands-on and industry relevant way. This is the challenge that Polytechnics and Institutes of Technology have been trying to continuously improve on for many years. We have made a lot of progress but we have also had many challenges along the way. The opportunity to be involved in research and to bring educationists together has long been the main driver behind the CITRENZ Conferences. The pride in our history has always been about how we have provided the opportunities for improvements to be made in the experiences of learners and for these benefits to flow on into both the tech industry and our society as a whole.

The invitation that we extend to you over the next few pages is not to just promote your business at "our" conference, but to be a part of making this conference an excellent contributor to improving Vocational Education in New Zealand.

Do please join us.
Ngā mihi

Hamish Smith
Chair CITRENZ

CITRENZ 2022

CITRENZ 2022 is the premiere computing education conference in New Zealand and spans all disciplines of computing and IT education. While focusing on tertiary education, it also provides links from secondary education and further into the industry.

In 2022, tertiary education continues to undergo major changes, including the merger of New Zealand's Institutes of technology and polytechs into Te Pūkenga.

The effects of the pandemic on education delivery are also here to stay. The conference covers, not only regular technology and education papers, workshops and panels, but also offers sessions to address the ongoing challenges and opportunities our education providers face. This is further enhanced with keynote speakers, social networking sessions, and participants from the industry.

Each year, the conference is hosted in a different city. This year, we are pleased to welcome you at the Ara Institute of Canterbury main campus in Ōtautahi Christchurch.

The 2022 CITRENZ Face-to-face Conference will be held on October 4 – 6, 2022 in Ōtautahi Christchurch. This will be followed by a day of special CITRENZ and Te Pūkenga related workshops on October 7th.

The theme for CITRENZ 2022 is: Unifying Educational Delivery and Collaborating Towards Technical Excellence.

The proceedings will be indexed by Google Scholar. This is an opportunity for adding to your PBRF portfolios.

Conference Detail

Venue

Ara Canterbury's ./city campus is superbly located in central Christchurch.

Close by there are bars, cafes, restaurants, supermarkets, public transport, the main bus interchange, shops and entertainment. The City campus is also just a short walk from Hagley Park, the Christchurch Botanic Gardens, the Christchurch Art Gallery, Tūranga (the city's new public library) and exciting new precincts like Riverside and Little High.

Your Involvement

We would like to offer you the opportunity to participate through sponsorship at varying levels. There are several ways you can sponsor CITRENZ 2022

- Become a Diamond, Gold or Bronze Sponsor of CITRENZ 2022, which also entitles you to a value of individual sponsorship items.

- Sponsor any of the individual components of the conference, with many options catering for all budgets and requirements.

- Become the sponsor of the conference dinner and take advantage of the many benefits offered with the full sponsorship package.

Audience

CITRENZ conferences are attended by both senior Tertiary and Secondary school lecturers, teachers and researchers. We expect between 60-80 delegates at this years event.

Programme

CITRENZ 2022 comprises of a 3 day conference followed by a 1 day workshop focused on CITRENZ and Te Pukenga.

Keynote speakers over the 3 days include:

- [Victoria Maclennan](), CEO, IT Professionals NZ
- [Dr Karaitiana Taiuru]()
- [Toi Mai Workforce Development Council]()

Other presentations delivered by some of NZ's leading academics cover topics such as:

- Identity for IT Professionals
- Adaptive Learning
- 3D Multi-user virtual environments
- Machine Learning
- Web 3.0 technologies
- Design as a strategic resource
- Security
- Strategies for teaching Māori and Pasifika students
- New methods of learning IT
- Co-teach / Co-Learn

The full programme can be found on the conference website at

[www.itx.nz/programme]()

Conference support options

Package	Diamond	Gold	Bronze
Exclusivity	2 only	unlimited	unlimited
Price	$ 7,500.00	$ 3,500.00	$ 2,000.00
Sponsorship status	Top "associated" sponsor	"Major" sponsor	Recognition as a bronze sponsor
Recognition	With thanks at opening and closing throughout the conference	Mention at open and closing	Mention throughout conference
Naming rights to rooms	Yes	No	No
Logo exposure	Prominent	Major	Often
Holding slides	Prominent	Major	Standard
Pull up signs	4	2	1
Social media exposure	Often	Regular	Regular
Mentions during event	Pre morning and afternoon tea break	Post lunch break	Mentions throughout conference
Complimentary registrations	6	4	2
Complimentary dinner tickets	4	2	2
Delegate bag inserts	up to 2 Included	1 included	0
Delegate bag literature	up to 2 Included	1 included	0
Value of other opportunities included (options listed on following page)	$ 5,000.00	$ 2,500.00	$ 1,500.00

Other opportunities

If you would rather choose specific sponsorship opportunities to support the CITRENZ 2022 conference with, please select from the options below. Availability will be on a first come first served basis.

Note, that if you select a package from the previous page, you are able to select items up to the value allocated in your package from this page at no additional cost.

Additional value items (available as part of the above packages if included or individually)		Price
Individual Day sponsorship	Brand recognition at opening and closing, on all programme information. Your chose day will have " with thanks to" status verbally and visually	$ 750
Dinner sponsorship (full)	Includes all conference dinner elements below plus an additional 4 dinner tickets	$1,750
Dinner sponsorship	*Brand recognition on programme, opening and closing of the dinner, brand recognition throughout the event via menus, holding slides etc*	$ 750
Dinner welcome gift	*Ability to provide a gift for all delegates presented on the table at each place setting*	$ 250
Dinner wine sponsor	*Recognition as the dinner wine sponsor, via dinner menu and mentions throughout proceedings*	$ 750
Dinner entertainment sponsor	*Recognition as the entertainment sponsor, via dinner menu and mentions throughout proceedings*	$1,250
Dinner speech spot	*Ability for a short opening welcome speech by a delegate of your organisation (3 mins)*	$ 750
Quick talk video (live stream)	90 second live video streamed from the conference via the ITP Facebook page on a topic of your choice	$ 150
Keynote + video with branding	Sponsorshop of keynote speaker of your choice, including recording of and video branding, to be posted via social media post conference and on the conference website	$ 350
Lunch sponsorship	Your logo on signage during the lunch breakout sessions, including recognition on programme and "with thanks" metion prior to lunch break	$1,000
Afternoon tea sponsorship	Your logo on signage during the afternoon tea sessions, including recognition on programme and "with thanks" metion prior to afternoon tea break	$ 500
Morning tea sponsorship	Your logo on signage during the Morning tea sessions, including recognition on programme and "with thanks" mention prior to morning tea break	$ 500
Departure lounge sponsorship	Your logo on signage during the Departure loung session, including recognition on programme and "with thanks" mention prior to the event	$1,250
CITRENZ Prize sponsor	CITRENZ award prixes at the conclusion of the conference for best paper, best poster and other recognitions. You will be recognised as the prize giving sponsor and can supply 12 prizes of wine, chocolate or similar items	$ 100
Delegate bag inserts	Inclusion of your supplied item in the delegate bag	$ 50

For all enquiries, Please contact
IT Professionals NZ
info@itp.nz or phone 04 4731043

2022 Organising committee

Hamish Smith – Otago Polytech
Prof. Emre Erturk – Eastern Institute of Technology
Arifah Addison – ARA Institute of Canterbury
Dr. Bernard Otinpong - ARA Institute of Canterbury
David Weir - ARA Institute of Canterbury
Joy Keene – IT Professionals NZ
Christan Pianta – IT Professionals NZ

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