

PUBLIC SAFETY | TRANSPORTATION | UTILITIES | GOVERNMENT | ENTERPRISE



NEW ZEALAND

TE PAE, CHRISTCHURCH

11-12 MAY
2022

EVENTS FOR CRITICAL COMMUNICATIONS USERS AND INDUSTRY





COMMS CONNECT

In 2016 the team behind the Comms Connect brand at WF Media took over the planning and organisation of the RFUANZ conference, with RFUANZ maintaining responsibility for their very popular gala dinner and industry awards night and re-branded it Comms Connect.

After successful events in both Wellington and Auckland in recent years, and with the support of RFUANZ, we will now take Comms Connect to the south island. In May 2022 Comms Connect New Zealand will be held at Te Pae Convention Centre in Christchurch. Te Pae is a brand new state of the art conference and exhibition centre which offer us the opportunity to hold both the conference and exhibition as well as the RFUANZ gala dinner all in the one location right in the heart of Christchurch.

NEW ZEALAND 2022



WHO RUNS COMMS CONNECT EVENTS?

WF Media first launched Comms Connect in 2007. There are now three exhibitions, including New Zealand, and five conferences under the brand, bringing widespread, likeminded communities together for the good of the industry and those that use radio communications and the associated wireless technologies now gaining popularity within the space from users, such as wearables and UAV's

As publisher of leading magazine titles such as Critical Comms, and Government Technology Review, it is well placed to access key decision makes across the ANZ region who use, operate, install and use radio communications networks and solutions.

It is for these reasons that the RFUANZ work with WF Media to continue to deliver this very important event in the calendar of the radio and combined communications industry in New Zealand



WHAT DO EXHIBITORS AND SPONSORS SAY ABOUT THEIR PARTICIPATION IN COMMS CONNECT NEW ZEALAND?

“Well run and a very steady stream of customers around during the whole event. So busy I didn’t have the opportunity to attend presentations.”

LEX GRUBNER, RF TEST SOLUTIONS LTD

“A well-attended event and we have come away with some new contacts and some good leads to work on.”

ALISTAIR JEFFCOAT, POWERBOX PACIFIC LTD

“The Event was very well worth it. Great people, great industry. I look forward to a long association”

NIGEL CHANG, CENTURY YUASA BATTERIES

“Thanks to all involved. It was a well-run and worthwhile event for us.”

CAMBIUM NETWORKS

“Very well run show and the marketing activities were first class. Very good speaker line up.”

KEYSIGHT TECHNOLOGIES

“Collaborative Digital Networks (CDN) believed that Comms Connect was our best opportunity to meet with new clients and gain opportunities, it proved to be the case beyond our expectations.

WILLIAM NEAL CDN

EXHIBITOR SURVEY RESPONSES 2021

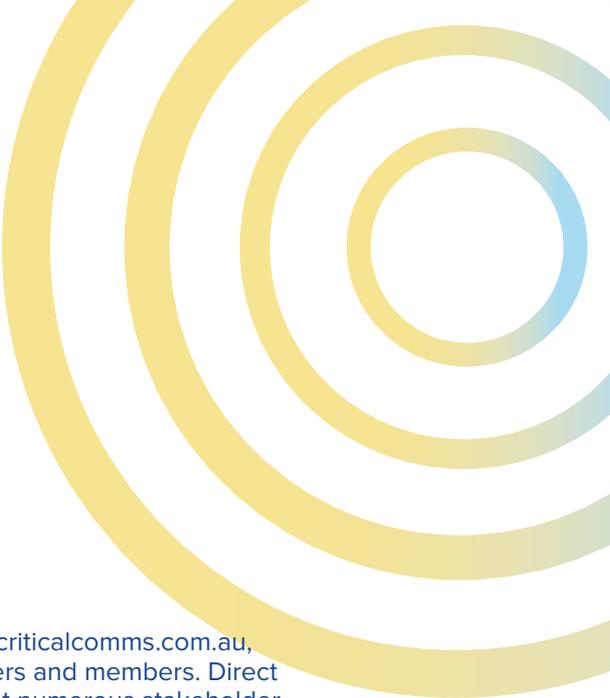
96% of exhibitors said the quality of visitors to their stand was good to excellent

88% of exhibitors said the number of visitors to their stand was good to excellent (94% satisfactory to excellent)

91% of exhibitors said they would exhibit in 2022

Comms Connect New Zealand 2022 will help deliver countless opportunities for you and your team to achieve these objectives, delivering a ‘must attend’ event for users and industry alike.

Call Narelle today to secure your exhibition space or to discuss your sponsorship ideas.
ngranger@wfmedia.com.au



EVENT MARKETING

As publisher of Critical Comms and its associated portal criticalcomms.com.au, it's our job to understand the market and know our readers and members. Direct access to this audience enables us to focus on and target numerous stakeholder groups like no other event organiser in the space.

How Comms Connect New Zealand marketing will reach your target audiences...

Direct mail and eDM campaigns take place in the weeks and months running up to the event, targeting extensive lists of potential delegates drawn from numerous sources. These include WF Media's in-house databases, in addition to up-to-date lists bought from leading list rental companies. Personalised letters, flyers and brochures are distributed in their tens of thousands to potential and previous delegates and visitors.

Print advertising plays a very important role in the marketing of Comms Connect New Zealand. Carefully chosen titles, both in-house and external to WF Media's stable, are targeted with advertising and editorial in the lead-up to the event to ensure that those with responsibility are made aware of when and where Comms Connect New Zealand is taking place and what they can see and learn by attending.

Digital media, including LinkedIn, Google AdWords, along with advertising on traditional targeted websites, is used to help attract and expose potential visitors to the Comms Connect New Zealand message.

Telemarketing is an integral and key element of our marketing strategy. Previous delegates and visitors, along with end users and industry stakeholders in numerous vertical sectors — from forestry to public safety and government — are identified and targeted by our experienced telemarketing team to ensure they know when and where Comms Connect New Zealand takes place and what the benefits of attending will be.

Exhibitors and sponsors have discounted entry passes made available for clients and prospects to encourage attendance and help attract key personnel that should be at the event. Hard and soft copies of flyers for event promotion with special offers are made available well in advance to help encourage attendance.

You, our exhibitors and sponsors play a very important role in spreading the message about Comms Connect New Zealand. We actively encourage you to promote your attendance as this is your chance to help make your involvement even more rewarding by showing your prospects what you are capable of on what is neutral ground.

We will supply all exhibitors and sponsors with the Comms Connect New Zealand logo to host on your company website with a hyperlink to the event website to help promote the event and your involvement.

Call us today to discuss how you can take part in the promotion of Comms Connect NZ 2022



INDUSTRY SUPPORT

With the establishment of the partnership between RFUANZ and WF Media in 2015, the aim was to provide mutual support and cooperation for the good of the wireless communications industry and users of spectrum in New Zealand.

Who are the RFUANZ? The Radio Frequency Users Association of New Zealand (RFUANZ) is a non-profit organisation whose membership ranges from Local Government Authorities, Transport Operators, Consultancies, Radio Dealers, Network Operators to private individuals.

The MISSION of RFUANZ is: To Protect, Promote and Preserve the rights of organisations and individuals who require access to the radio spectrum

To achieve this mission, RFUANZ undertakes to:

EDUCATE Through our involvement with the annual conference, website and newsletters we educate our members and all stakeholders in the wireless communications industry about the technologies and new developments in the industry.

TRAIN We facilitate the development of training programmes and monitor training opportunities for our industry to ensure our members continue to evolve and ensure our industry continues to grow

INFORM Provide up to date, relevant and accurate information about regulatory developments and trends in our industry

REPRESENT To represent the interests of our users of the wireless spectrum to our government to ensure our voice is heard

SUPPORT Provide support to our members to ensure they are making informed decisions within the industry



RFUANZ ANNUAL GENERAL MEETING

The RFUANZ Annual General meeting will take place on Day 1 of the 2022 Conference at Te Pae, Christchurch

For further information please contact the RFUANZ – events@rfuanz.org.nz

FURTHER SUPPORT

In addition, Comms Connect continues to work with a number of other relevant associations, organisations and media partners to help bring about the greatest level of exposure possible to the event, ensuring that those involved with or affected by the industry are able to take part.

Additional organisations and media supporting Comms Connect New Zealand include:



EXHIBITION AND SPONSORSHIP OPTIONS

PLATINUM SPONSORS (1 ONLY)

- Premium exhibition space — 36m2
- 10 conference registrations for clients and prospects
- Logo on conference guide as Platinum Sponsor
- Event website listing as Platinum sponsor — logo, profile and hyperlink included
- Listed as Platinum Sponsor on event website, with logo and hyperlink
- Listing and 200-word profile in conference guide with logo
- Full-page advert in conference guide
- Delegate satchel insert
- Registration desk — prominent logo displayed
- Event newsletters, emails and advertisements with logo as Platinum Sponsor
- Dedicated Platinum Sponsors PowerPoint slide in theatres
- Conference and exhibition flyers with logo as Platinum Sponsor

Your Investment:

\$23,000*

GOLD SPONSORS (2 ONLY)

- Premium exhibition space — 18m2
- 5 full conference registrations for clients and prospects
- Logo on conference guide as Gold Sponsor
- Event website listing as Gold sponsor — logo, profile and hyperlink included
- Listing and 100-word profile in conference guide with logo
- Half-page advert in conference guide
- Registration desk — prominent logo displayed
- Event newsletters, emails and advertisements with logo as Gold Sponsor
- Dedicated Gold Sponsors PowerPoint slide in each theatre
- Conference and exhibition flyers with logo as Gold Sponsor

Your Investment:

\$12,000*

*All rates are quoted exclusive of GST





EXHIBITION STANDS/SPACE/SPONSORSHIP

Please note that RFUANZ members receive a 10% rate reduction for bookings

Option 1

SHELL SCHEME 6M INCLUDES:

- Floor space, carpeted — 3 x 2m
- Aluminium frame construction
- Corinthian walling
- Signage with company name and stand number on each open side
- Lighting: 2 x 120 watt lights
- Power: 1 power point — 1000 watt, 240 V
- Listing and 100-word profile in conference guide with logo and contact details
- Event website listing — logo, profile and hyperlink included

RFUANZ members

\$3825*

Non-members

\$4200*

Option 2

SHELL SCHEME 9M2 INCLUDES:

- Floor space, carpeted — 3 x 3m
- Aluminium frame construction
- Corinthian walling
- Signage with company name and stand number on each open side
- Lighting: 2 x 120 watt lights per 9 m2
- Power: 1 power point — 1000 watt, 240 V
- Listing and 100-word profile in conference guide with logo and contact details
- Event website listing — logo, profile and hyperlink included

RFUANZ members

\$4650*

Non-members

\$5200*

NB: Exhibition Hire Services/Displayworks have once again been appointed as the 2022 stand builder for Comms Connect New Zealand. Once booked, exhibitors will be sent an exhibitor manual with details of contacts and additional information required to plan participation.

*All rates are quoted exclusive of GST



DELEGATE BAG SPONSOR

- Logo coverage on satchels (supplied by sponsor)
- 4 full conference registrations
- Logo in conference guide as category sponsor
- Listed as category sponsor on event website, with logo & hyperlink
- Registration desk — prominent logo displayed
- Event newsletters, emails and advertisements with logo as category sponsor
- Group sponsor slide in theatres
- Conference and exhibition flyers with logo as category sponsor

Your Investment:

\$3,500*

LUNCH SPONSOR

- 4 full conference registrations
- Logo in conference guide as category sponsor
- Listed as category sponsor on event website, with logo & hyperlink
- Registration desk — prominent logo displayed
- Event newsletters, emails and advertisements with logo as category sponsor
- Group sponsor slide in theatres
- Category sponsor signage on lunch tables
- Conference and exhibition flyers with logo as category sponsor

Your Investment:

\$3000*

NETWORKING DRINKS SPONSOR

- 4 full conference registrations
- Logo in conference guide as category sponsor
- Listed as category sponsor on event website, with logo & hyperlink
- Registration desk — prominent logo displayed
- Event newsletters, emails and advertisements with logo as category sponsor
- Group sponsor slide in theatres
- Conference and exhibition flyers with logo as category sponsor

Your Investment:

\$3000*

*All rates are quoted exclusive of GST



LANYARD SPONSOR

- Exclusive logo coverage on lanyards (supplied by sponsor)
- 2 full conference registrations
- Logo in conference guide as category sponsor
- Listed as category sponsor on event website, with logo & hyperlink
- Registration desk — prominent logo displayed
- Event newsletters, emails and advertisements with logo as category sponsor
- Group sponsor slide in theatres
- Conference and exhibition flyers with logo as category sponsor

Your Investment:

\$3000*

DELEGATE BAG INSERT

- Flyer/brochure inserted in to every satchel given to all delegates and visitors

Your Investment:

\$1000*

*All rates are quoted exclusive of GST

INDUSTRY EXCELLENCE AWARDS AND DINNER ... WHERE AND WHEN?

The RFUANZ Industry Excellence Awards and Gala Dinner will take place on the evening of 9 September in the Te Marae venue at The Museum of Te Papa, Wellington.

Tickets can be purchased directly from the RFUANZ as follows:

Members: **\$130**

Non-members : **\$160**

For further information, along with ticket and sponsorship enquiries please contact events@rfuanz.co.nz, visit www.rfuanz.org.nz





VENUE

Comms Connect New Zealand 2022 will be held at Te Pae ,
Christchurch

May 11-12 2022

Christchurch Central City, Christchurch 8011, New Zealand

ACCOMMODATION

Please visit www.comms-connect.co.nz for available options

WHY SHOULD YOU EXHIBIT AT COMMS CONNECT CHRISTCHURCH IN 2022?

- Unrivalled sales, marketing and networking opportunities for critical communications industry suppliers
- Generate enquiries and forge new partnerships
- Time-efficient and cost-effective way to speed up the sales process
- Build relationships face to face
- Deliver new business
- Help retain existing customers
- Win the confidence of new customers
- Showcase your products and services and demonstrate your capabilities



NEW ZEALAND 2022

will add to this growing line-up of highly targeted, industry-specific events — we hope to see you there in Sept.

**CALL NARELLE GRANGER TO DISCUSS
COMMS CONNECT NZ 2022**

+61 2 9168 2500

ngranger@wfmedia.com.au