



**SPONSORSHIP
AND
EXHIBITION
PROSPECTUS**

PRESIDENTS' WELCOME

This year marks the 80th anniversary of the founding of Civil Contractors New Zealand and I hope you will join with me in celebrating this milestone at the biggest event in the civil construction calendar – the Contractors Conference.

I can't think of a better time to get together and enjoy some of the famous Southern hospitality that Invercargill promises to serve up. This year the conference will canvas the past, present and future of the civil construction industry in New Zealand. We can expect important discussions and presentations around challenges we face now, and exciting innovations for the future. It's also an opportune time to reflect back on the past – the people, projects and plant that have gone before us and built the foundations of the civil industry that shapes where we are at today.

While a lot has changed in the 80 years CCNZ has been in existence, there are many more things that have remained the same. Contractors still enjoy catching up to share experiences, learn from others and see what's new in the civil industry. We still enjoy a good shindig and I'm looking forward to continuing these traditions in Invercargill in 2024.

We'll see you there!

Bailey Gair
President
Civil Contractors New Zealand



CONTACT US

CONFERENCE EXHIBITION MANAGERS

Event Dynamics

EVENT DIRECTOR

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Sponsor and Exhibit

APPLY HERE

Exhibition Only

APPLY HERE

CONFERENCE INFORMATION

CONFERENCE VENUE

ILT Stadium, Invercargill

Surrey Park Road, Glengarry, Invercargill

ILT Stadium Southland is an impressive, multi-purpose venue, capable of hosting a wide range of national and international events and activities. From sporting and recreational events, to conferences, corporate meetings and trade shows, and even exhibitions, craft markets, and large scale concerts.

WHY SPONSOR AND/OR EXHIBIT?

The conference offers you the opportunity to connect with and showcase your company with this large and diverse audience. Participating as a sponsor or exhibitor will provide you with the opportunity to deliver your message directly to your key stakeholders and demonstrate your support and products to New Zealand's most prominent civil construction companies.

IMPORTANT DATES

- February/March - Exhibition and sponsorship packages open for booking
- 1 May 2024 - Online registration open for sponsors and exhibitor personnel
- 1 May 2024 - Exhibition stands allocated
- 20 June 2024 - Deadline for marketing, promotional and exhibitor catalogue information
- 13 August 2024 - Exhibition pack in from 1.00pm
- 16 August 2024 - Exhibition pack out from 3.30pm
- 16 August 2024 - All display material must be removed from the venue by end of day

The CCNZ conference allows for a varied range of supply chain industries to promote themselves at conference. This will include the likes of:

- General and heavy equipment hire companies to CCNZ delegates
- Insurance companies
- Banking providers
- Construction, forestry and agricultural industry service providers
- Technology and telecommunication companies
- Equipment suppliers
- Survey and test equipment
- Consultants
- Contracting companies
- Machine guidance technology companies

...plus many others!



PLATINUM | Major Conference Sponsor

Platinum Conference sponsors for \$20,000.00 plus GST

Your sponsorship package will include:

- Acknowledgement by MC on both days of the conference
- 2 x complimentary 3m x 3m exhibition stands (in one area) with priority placement, panels, spotlights and signage
- 8 x complimentary conference registrations (including CCNZ Hirepool Construction Excellence Awards Dinner, Themed Dinner and Welcome Function)
- Placement of company banner in the plenary room and at sponsored function
- Push notifications via the app during the conference
- Brochure on the conference app
- Naming rights as function sponsor with 5 minute speech at the event and opportunity to dress the space (at own cost)
- A word from our Major Sponsors' - 100 word write up on the conference website on sponsors page
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- Access to full list of delegate names and contact details (subject to privacy) sent two weeks prior to and at time of conference electronically



Note: Some benefits are subject to sponsorship confirmation date.

Exhibition stands will be allocated firstly by sponsorship level, then on a first received basis, taking competitor avoidance into consideration.

GOLD SPONSOR

Keynote Speaker

\$13,500.00 + GST

(3 opportunities – keynote speakers to be confirmed)

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference and at the beginning of keynote session
- Naming rights as the keynote sponsor - and introduce them at the beginning of their presentation
- 1 x complimentary 3m x 3m exhibition stand with priority placement, panels, spotlights and signage
- 5 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Brochure on the conference app
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

Note: Some benefits are subject to sponsorship confirmation date.

Exhibition stands will be allocated firstly by sponsorship level, then on a first received basis, taking competitor avoidance into consideration.



Conference Keynote Speaker
Sir Ian Taylor

GOLD SPONSOR

Conference Website

\$13,500.00 + GST

Your company will be recognised as the exclusive sponsor of the conference website.

The conference website provides details of the event - including the programme, social programme, speaker biographies and venue information. Get in early to extend your reach to all who visit the website!

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference
- 1 x complimentary 3m x 3m exhibition stand with priority placement, panels, spotlights and signage
- 5 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Brochure on the conference app
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

Coffee Cart/Juice Cart

\$13,500.00 + GST

(6 Opportunities)

This is a fantastic opportunity to be associated with the instant gratification that comes with a well-deserved caffeine or juice hit. The coffee/juice cart, barista, and all the materials you need will be provided. You will have the opportunity to have your branding portrayed on the coffee/juice cart.

Please note: The coffee cart must be displayed within your exhibition stand.

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference
- Company logo on the coffee/juice cart and opportunity to provide branded coffee cups at own cost
- 1 x complimentary 3m x 3m exhibition stand with priority placement, panels, spotlights and signage (Coffee/juice cart must be displayed within your exhibition stand)
- 5 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Brochure on the conference app
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Onsite access to full list of delegate names and contact details (subject to privacy) sent electronically

SILVER SPONSOR

Conference App

\$9,000.00 + GST

Be a part of innovation and excellence by sponsoring the official conference app, which will provide attendees with up to the minute information on the programme, social functions and exhibition.

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference
- Naming rights as the conference app sponsor
- 2 x push notifications via the app during the conference
- 1 x complimentary 3m x 3m exhibitor stand with panels, spotlights and signage
- 3 x complimentary conference registrations (Incl. Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Brochure on the conference app
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

Note: Some benefits are subject to sponsorship confirmation date.

Exhibition stands will be allocated firstly by sponsorship level, then on a first received basis, taking competitor avoidance into consideration.

Thursday Conference Lunch

\$9,000.00 + GST

Sponsoring the lunch will associate your brand with great food and a positive experience. Your company will be promoted to hundreds with full naming rights and your brand will be promoted by the MC during the Thursday lunch break.

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference
- Relevant catering break naming rights via acknowledgment by MC and signage on the catering tables
- 1 x complimentary 3m x 3m stand with panels, spotlights and signage
- 3 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Brochure on the conference app
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Placement of company logo in the conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

SILVER SPONSOR

Conference WI-Fi

\$9,000.00 + GST

Everyone needs internet! Connect with conference delegates by including your branding on the conference wi-fi sign on page.

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference
- Naming rights as the conference WiFi sponsor
- 1 x complimentary 3m x 3m exhibitor stand with panels, spotlights and signage
- 3 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Brochure on the conference app
- Company logo will appear on QR code displays
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

Charging Station

\$9,000.00 + GST

This opportunity will provide the event's official charging station on or near your stand to recharge attendees' phones and laptops.

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference
- 1 x complimentary 3m x 3m exhibitor stand with panels, spotlights and signage
- 3 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Brochure on the conference app
- Acknowledgment and recognition in Contractor Magazines
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

SILVER SPONSOR

Contractors Breakfast – Friday 16 August

\$9,000.00 + GST

Start the day off right with full naming rights and your company's brand displayed at the Friday Contractors breakfast held in the industry exhibition. The Contractors Breakfast will be an open event for all Southland contractors and associates to attend.

Your sponsorship package will include:

- Acknowledgement by MC on both days of the conference
- Acknowledgement by MC and signage on the catering tables
- 1 x complimentary 3m x 3m exhibitor stand with panels, spotlights and signage
- 3 x complimentary conference registrations (including CCNZ Hirepool Construction Excellence Awards Dinner, Themed Dinner and Welcome Function)
- Acknowledgement and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- Onsite access to full list of delegate names and contact details (subject to privacy) sent electronically

This opportunity is only available to a Southland branch associate or a major branch associate.



BRONZE SPONSOR

Project Tour - to be advised

\$6,500.00 + GST

Sponsoring the Project Tour will allow you to promote your organisation to a captive audience.

Your sponsorship package will include:

- Acknowledgment and thanks by MC on both days of the conference
- 1 x 3m x 3m exhibitor stand with panels, spotlights and signage
- 2 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

We are currently looking to finalise tour opportunities. Please contact us if you would like to provide a tour for our delegates.

Epic School Visit

\$6,500.00 + GST

Sponsoring the EPIC School Visit will give you naming rights and connect your business with this event. The EPIC School Visit will be advertised to schools and bring young career seekers to conference, connecting them with contractors and the amazing technology they use on a daily basis.

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference 1 x 3m x 3m exhibitor stand with panels, spotlights and signage
- 2 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

BRONZE SPONSOR

CCNZ Welcome Function

Wednesday 14 August

\$6,500.00 + GST
(1 Opportunity)

Sponsor the welcome function held in the expo area and receive naming rights for the function. Acknowledgment will be displayed on the agenda and announced by the MC.

Your sponsorship package will include:

- Acknowledgment from Southland Branch Chair in the Welcome Address
- Acknowledgment by MC on first day of Conference as a thank you.
- 2 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- Onsite access to full list of delegate names and contact details (subject to privacy) sent electronically

This opportunity is only available to an Southland branch associate or a major branch associate

Session or Masterclass Sponsor

\$6,500.00 + GST
(10+ Opportunities)

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference
- Naming rights as session sponsor
- 1 x 3m x 3m exhibitor stand with panels, spotlights and signage
- 2 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically



BRONZE SPONSOR

Refreshment Break (am/pm)

\$6,500.00 + GST
(4 Opportunities)

Sponsoring a refreshment break (morning or afternoon tea) will put your brand in full view of all attendees.

Your sponsorship package will include:

- Acknowledgment by MC on both days of the conference
- Relevant catering break naming rights via acknowledgment by MC and signage on the catering tables
- 1 x 3m x 3m exhibitor stand with panels, spotlights and signage
- 2 x complimentary conference registrations (incl Themed Dinner, CCNZ Hirepool Construction Excellence Awards Dinner and Welcome Function)
- Acknowledgment and recognition in Contractor Magazine
- Placement of company logo on registration desk, conference marketing material, business session holding slides, conference website and conference app
- Opportunity to purchase additional registrations and social functions if required
- On-site access to full list of delegate names and contact details (subject to privacy) sent electronically

Note: Some benefits are subject to sponsorship confirmation date.

Exhibition stands will be allocated firstly by sponsorship level, then on a first received basis, taking competitor avoidance into consideration.



OTHER OPPORTUNITIES

Create your own sponsorship package

\$POA

Customised sponsorship packages

If you do not see a package that meets your needs as a sponsor, please contact us.

We would like to hear from you about what you want in a customised sponsorship package that highlights and benefits the needs of both your organisation and the conference attendees.

CONTACT US:

Event Director

James Chatterley

Email: james@eventdynamics.co.nz



EXHIBITION ONLY OPPORTUNITIES

Single exhibition stand (3m x 3m)

CCNZ Major Associate \$4,500.00 + GST

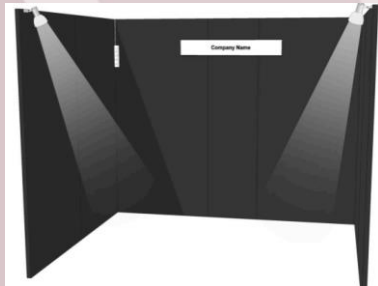
Single exhibition stand (3m x 3m)

Non Member \$6,000.00 + GST

The Welcome Function will be held in the Expo area

Your sponsorship package will include:

- 1 x exhibitor stand with panels, spotlights and signage
- 2 x complimentary conference registrations (*Social Events not included)
- Placement of company logo on the conference website and conference app
- Opportunity to purchase additional registrations and social functions if required



Please note the sample pictured shows a front runner stand.

Exhibition stands will be allocated firstly by sponsorship level, then on a first received basis, taking competitor avoidance into consideration.

Outdoor Machinery space only

\$ POA

Limited availability

Your Machinery Space will include:

- Floor space in the outdoor exhibition area for machinery
- 2 x complimentary conference registrations (*Social Events not included)
- Placement of company logo on the conference website and conference app
- Opportunity to purchase additional registrations and social functions if required

Note: Some benefits are subject to sponsorship confirmation date. Machinery space will be allocated firstly by sponsorship level, then on a first received basis, taking competitor avoidance into consideration.

**Social functions not included*



EXHIBITION FLOOR PLAN

Allocation of exhibition stand spaces:

Please note: Stand spaces will be allocated firstly by sponsorship level, then on a first received basis, taking competitor avoidance into consideration.

Catering stations:

Catering stations will be situated throughout the exhibition area, however actual placement of the stations has not yet been confirmed.

Please note floor plan TBC by venue

EXHIBITION INFORMATION

VENUE LOCATION

ILT Stadium, Invercargill

EXHIBITION MANUAL AND SPONSOR REGISTRATION FORMS

Full details about the conference and exhibition including location, stand allocation, pack-in, pack-out and registration forms will be circulated in May 2024. All company representatives must be registered for the conference, including complimentary registrations.

ACCOMMODATION

Sponsors and exhibitors will be able to book accommodation through Event Dynamics only. Further details will be provided in the Sponsorship and Exhibition Manual.

REFRESHMENTS

All morning/afternoon teas and lunch on Thursday and Friday will be held in the industry exhibition areas. Catering for exhibitors will be served 30 minutes prior to programmed delegate breaks.

INSTALLATION ACCESS

Full access details will be in the Sponsorship and Exhibition Manual, which will be available to all confirmed sponsors and exhibitors during May 2024.

DISPLAY OF HEAVY EQUIPMENT

If you anticipate heavy loads will be involved on your site, you will need to discuss this in the first instance with Event Dynamics who will then notify ILT Stadium.

Written approval from ILT Stadium is required to bring in any heavy or vibrating equipment which might cause damage to the floor or any part of the venue, at least one month prior to the start of the event.

INSURANCE

Whilst every care will be taken by the venue and organising personnel, neither ILT Stadium, Civil Contractors NZ or Event Dynamics Limited will be held responsible for any loss or damage to any exhibit or property of any exhibiting company by theft or fire or any other cause whatsoever. The same parties are released from accountability or liability for any damage or loss of goods sent to the ILT Stadium, before or remaining after the exhibition, nor whilst in transit to or from the exhibition, or during the exhibition.

All exhibitors shall insure and indemnify ILT Stadium, Civil Contractors New Zealand and Event Dynamics Limited as blameless in respect of all costs, claims, demands and expenses. Exhibitors are responsible for any injury to persons and damages to property in the conference environment caused during the setting up, the operation of, and dismantling and removal of the exhibition.

All exhibitors must hold a current broad form public liability insurance policy for a minimum of NZD \$20M.

Please forward the name of your insurer, your policy number and its renewal date to Event Dynamics at least four weeks prior to conference.

SPONSORSHIP AND EXHIBITION ENTITLEMENTS

Sponsorship and exhibition entitlements will be applied on receipt of full payment of the sponsorship/exhibition purchase, or at the

discretion of Civil Contractors New Zealand and if full payment has not been received.

FOOD AND BEVERAGE SUPPLIED TO CONFERENCE ATTENDEES BY SPONSORS AND EXHIBITORS

No exhibitor and/or person shall distribute or give away any item of food, drink or tobacco not supplied by ILT Stadium, to members of the public or trade exhibition visitors without the express written consent of ILT Stadium. Notice of intent for trade must be lodged with the venue via Event Dynamics Conference Partners prior to the beginning of the event (within two weeks latest). ILT Stadium reserves the right to remove any food and beverage not authorised in the ILT Stadium.

Any exhibitor wishing to serve alcohol as 'on stand' hospitality must enter an "agency agreement" with the venue to ensure the sale of Liquor Act is not contravened.

EVENT HEALTH AND SAFETY

You are required to provide evidence of your company's health and safety management systems to Event Dynamics by 1 June 2024. You will be required to identify risks associated with your exhibition space and advise how these risks are mitigated by you as a PCBU. Further information will be provided to you in the Sponsorship and Exhibition Manual which will be provided late May 2024.

CANCELLATION

If notification is received prior to 1 June 2024, 50 per cent of your investment will be returned. After 1 June 2024 no refunds will be made.

SECURING YOUR SPONSORSHIP AND/OR EXHIBITION STAND PACKAGE

The preferred final date for receiving a commitment to sponsor or exhibit at the CCNZ Conference 2024 is by 20 April 2024, at which time stands will be allocated. This will allow time for logo acknowledgment on conference material, including the conference app and audio-visual acknowledgments.

All sponsorship packages include an exhibition stand as indicated in the inclusions section as appropriate for each package.

BOOKING YOUR SPONSORSHIP OR EXHIBITION PACKAGE

Sponsorship and Exhibition must be booked online by clicking on the following links to take you to the relevant portals.

Please note: Sponsorship packages include an exhibition stand as indicated in the inclusions section as appropriate for each package

CONFIRMATION OF YOUR BOOKING

You will receive a confirmation letter and tax invoice once your booking has been checked and accepted.

By submitting the Sponsorship and Exhibition Application Online Form you acknowledge and accept the Sponsorship and Exhibition Terms and Conditions outlined on this page.

Sponsor and Exhibit

[APPLY HERE](#)

Exhibition Only

[APPLY HERE](#)

EXHIBITION INFORMATION

All prices are exclusive of GST and in New Zealand dollars

The Sponsorship and Exhibition Application Online Form must be completed online to apply for your sponsorship and/or exhibition selection

Your application will be checked in accordance with CCNZ and if in order official confirmation and invoice for payment will be sent by email

Full payment will be required on receipt of confirmation and invoice

The deadline for submitting the Sponsorship and Exhibition Application Online Form to ensure your company logo is included (where applicable) is Wednesday 12 July 2024

Sponsorship confirmation will be done on a strict “first bookings and payment received basis”. A submitted Application form without the full payment will not be deemed as a confirmed sponsorship

Printed collateral and website inclusions are confirmation date dependant

Sponsorship entitlements will be applied on receipt of full payment of the sponsorship/exhibition purchased or at the discretion of CCNZ if full payment has not been received

No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package without the approval of the conference organisers

The exhibition managers and conference convenors reserve the right to decline a sponsorship or exhibition space application

By signing the Sponsorship and Exhibition Application Online Form you agree to these terms and conditions

CCNZ retain the right to make amendments to sponsorship/ exhibition inclusions without notice or consultation

Please note any food or beverage being supplied to attendees at the conference from your Exhibition stand or any part of the venue must have prior approval and signoff from ILT Stadium.

Please provide your Health and Safety Hazard Plan to the conference organisers by 12 July 2024. Further information will be provided to you in the Sponsorship and Exhibition Manual during May 2024. Failure to supply this information may result in cancellation of your stand space with no refund

Insurance: It is the responsibility of each exhibiting company to ensure their display materials are insured for theft or damage. In addition, a current insurance certificate must be provided by 12 July confirming broad form Public Liability Insurance of \$20M, including pack in and pack out. Failure to supply may result in cancellation of stand space with no refund

Force Majeure: In the event a pandemic, strike, fire, war, government regulation, disaster, civil disorder, curtailment of transportation facilities, or Act of God should render the event execution impossible or the venue, in which the 2024 CCNZ Conference has been

scheduled, unusable, refunds of exhibition and/or sponsorship payments may only be distributed once the conference organiser has officially declared in writing that 2024 CCNZ Conference has been cancelled

Cancellation – if you need to cancel: If notification is received prior to 30 June 2024, 50 per cent of your investment will be refunded. After 30 June 2024 no refunds will be made

Cancellation of Conference: If the Conference is cancelled because of the Force Majeure Event then the Sponsor/Exhibitor may choose, by written notice to the Conference Organiser within 5 business days of its receipt of notification of the Force Majeure Event to either: 1. Apply the booking contribution to the next annual conference scheduled by The Conference Organiser, and the Sponsor/Exhibitor shall have the same rights in respect of such subsequent Conference as detailed in the Sponsorship & Exhibition Prospectus Agreement; or 2. Not apply the contribution to the next conference but rather terminate the Sponsorship & Exhibition Agreement, in which case The Conference Organiser shall refund an amount equal to 50% of the contribution already paid to The Conference Organiser by the Sponsor/Exhibitor, within 30 days of the originally scheduled date for the Conference, and the balance will be retained by The Conference Organiser as a handling fee. Should Sponsor or Exhibitor fail to notify The Conference Organiser of its choice within said 5 business days, then 2. shall apply by default.