

Future of the Book Conference

Hyatt Regency Auckland • 24-25 June 2009

The Event

The future of the book is digital, mobile and global. The changes sweeping this US\$100 billion global industry — and increasingly newspapers and magazines too — promise the biggest change in how we read since the invention of the printing press. This major conference explores their impact on New Zealand and the new opportunities opening up globally for smart media and technology players.

- Features **top international keynotes** to engage **senior decision makers from publishing, technology, education and the creative sector.**
- A **Digital Rights Marketplace**, running alongside the conference, will open up a vast amount of content to innovative new digital media applications.
- A special **Future of the Book in Education** stream highlights global opportunities in e-learning
- The **Networking Lounge** and **Product Showcase** provides a place to come and do business.

The Future of the Book conference will give New Zealand organisations the tools and partnerships to engage in the emerging **consumer and educational markets for digital content.**

Who Should Participate

- Publishers – consumer, trade and educational across a range of media
- Technology providers
- Content providers looking for technology partners
- Developers looking for content partners
- E-Learning providers
- Retailers, libraries, suppliers and service providers
- Investors
- Anyone who can help build an internationally competitive digital publishing industry based in New Zealand

The Future of the Book conference is organised by the **Digital Publishing Forum**, an industry group formed by book publishers, authors and their copyright licensing agency. The Forum's aim is to accelerate the growth of digital publishing in New Zealand. A key part of this is exposing this rapidly emerging global opportunities to new, as well as existing, players.

For more information, visit digitalpublishing.org.nz. For details on conference speaking and sponsorship opportunities, **contact Forum Director Martin Taylor** on +64-9-529-9573 or martin@digitalstrategies.co.nz.

Sponsorship and Trade Display Opportunities

Product Showcase Trade Displays

The Conference has been set up as a place to do business and will provide companies with an excellent way to meet key decision makers. The conference includes a limited number of cost-effective trade display opportunities. These have been structured to maximise your exposure and networking opportunities while minimising your cost to participate.

- The package includes an exhibition and meeting space in the refreshment area during **Day 1**.
- A table, three chairs, power
- Signage
- Suitable for either a meeting or desktop display
- Promotion and company listing on the Conference website
- Promotion to delegates at the event via on-screen and verbal plugs, exhibitor list, signs
- Access to Networking Lounge facilities throughout conference duration
- Optional access to Hospitality Suite for private meetings (additional charges apply)

Option 1: **Trade Display only** \$695+GST (incl one exhibit pass, catering, no conference access)

Option 2: **Trade Display plus one conference pass** \$1295+GST.

Digital Rights Marketplace

The Future of the Book conference will include a Digital Rights Marketplace on **Day 2** of the conference. It presents an opportunity for publishers to sell digital rights to companies from within publishing, technology, telecommunications, education, e-learning, and other industries.

The Digital Rights Marketplace will be supported by an extensive publicity campaign to ensure that the net is cast widely to groups who might be able to use digital content in their own products and services. We believe it will be a significant opportunity to expand the potential for individual publishers and raise the profile of the overall industry as a player in digital media.

A very limited number of places are available. What you'll receive:

- Private and shared meeting facilities
- Pass to special workshop prior to conference: *How to Sell Digital Rights*
- One pass (access to Digital Rights Marketplace on Day 2, catering only, no conference sessions)
- Logo and contact details on website
- Entry in special Digital Rights Marketplace promotion and advance publicity
- Advance access to delegates for promoting and booking meetings
- One pass to Networking Drinks (Day 1)
- Access to Networking Lounge for duration of conference.

Option 1: **Digital Rights Marketplace only** \$600+GST (incl one trade pass, catering only, no conference access)

Option 2: **Digital Rights Marketplace plus one full conference pass** \$1195+GST.

Sponsorship Opportunities

A limited number of sponsorship opportunities are provided for organisations seeking to secure an early position in this market.

If you're interested in raising your organisation's profile and generating direct sales leads, get in touch with conference organiser Martin Taylor to discuss the programme that will best suit your requirements. Below are some indicative packages.

Platinum Sponsorship (1 only)

What you'll receive:

- Host cocktail networking event (Day 1)
- Logo on all promotional material
- Verbal acknowledgement of key sponsorship role and logo on screen following each break
- Logo and optionally up to one of page of copy on Digital Publishing Forum website
- Signage at event (sponsor to supply, Organiser to approve)
- Nominate or sponsor a speaker (topic to be approved by Organiser)
- Five conference passes
- Tabletop display during selected breaks
- Up to two advance mailings to attendee mailing list sent by Organiser on behalf
- Distribute brochure to all delegates at registration
- Copy of attendee list following conference

Gold Sponsor (maximum 2)

What you'll receive:

- Logo on all promotional material
- Logo and optionally up to one of page of copy on Digital Publishing Forum website
- Signage at event (sponsor to supply, Organiser to approve)
- Sponsor acknowledgement on screen
- Host conference lunch, including lunchtime speaking slot (Day 1 or Day 2, as available)
- Three conference passes
- Tabletop display during selected breaks
- One advance mailing to attendee mailing list sent by Organiser on behalf
- Distribute brochure to all delegates at registration
- Copy of attendee list following conference

Contact Details

For more information, visit digitalpublishing.org.nz or contact Martin Taylor, martin@digitalstrategies.co.nz, phone +64-9-529-9573 or mob +64-21-936-950.

Exhibitor Booking Form

The Future of the Book Conference

24 to 25 June 2009 • Hyatt Regency Auckland

Programme details: digitalpublishing.org.nz/events

Digital Publishing Forum
PO Box 78-224, Auckland 1245, NEW ZEALAND
web: digitalpublishing.org.nz
Phone: +64-9-529-9573 • Fax: +64-9-529-9572
events@digitalpublishing.org.nz

Exhibitor Details

Dr/Mr/Mrs/Ms: _____

First Name: _____

Last Name: _____

Position: _____

Company: _____

Address: _____

Suburb: _____

City: _____

Country: _____

Phone: _____

Email: _____

Website: _____

Catalogue Listing

Company profile attached (brief notes, 150 words max)

Logo image attached (jpg, png or gif, prefer 300 dpi)

Venue, Accommodation and Parking

Hyatt Regency Auckland, cnr Princes Street & Waterloo Quadrant, Auckland City. Ph 09-355-1234, auckland.regency@hyatt.com. Limited conference parking available in the hotel carpark.

Contact

Forum Director Martin Taylor on ph +64-9-529-9573, or email martin@digitalstrategies.co.nz.

Booking Details

Please check items required.

Trade display only (\$695+GST = \$781.88)

Trade display plus one conference pass
(\$1,295+GST = \$1,456.88)

Digital Rights Marketplace only (\$600+GST = \$675)

Digital Rights Marketplace plus one conference pass
(\$1,195+GST = \$1,344.38)

Special requirements: _____

We will invoice you. Payment required prior to exhibition set-up.

Terms and conditions

1. Places are limited and will be allocated on a first-in basis.
2. **INCLUSIONS.** Display includes table, chairs, power, signage, catalogue and website entries, entry to exhibition area and catering for one person (no conference sessions unless conference option is purchased). Digital Rights Marketplace includes meeting facilities, catalogue and website entries, entry to exhibition area and catering for one person (no conference sessions unless conference option is purchased).
3. **PAYMENT.** Terms 7 days. Payment in full required prior to exhibition set-up.
4. **CANCELLATION.** Cancellations subject to 50% penalty. No refund if cancellation is received less than 48 hours prior to exhibition commencement.

I agree to the terms above.

Signature

Name

Position

Send completed form to Digital Publishing Forum, PO Box 78-224, Auckland 1245, fax +64-9-529-9572 or email martin@digitalstrategies.co.nz.