

Pay What It's Worth



Digital Conference Next Steps To Net Zero

9, 10 & 11 June 2020

3 - 3 hour sessions
(9:30am-12:30pm per day)



CONTACT CEP AT
Ph 04 385 2839
www.cep.org.nz

Please submit your application,
which must include your video
(if applicable), to info@cep.org.nz
by 5pm Friday, 29 May 2020

The programme for the CEP & Gen Less 2020 conference is now published and we have several ways you can engage with our audience of carbon, energy and sustainability professionals.

We've moved our 2020 conference online and the promotional opportunities have, of course, followed.

We appreciate we are in incredibly strange times and budgets are being scrutinised like never before.

We've come up with a novel way of keeping your corporate presence in the marketplace and at a price that suits you.

How can we be so sure? Well, you tell us what you're prepared to pay.

The conference comprises 3, 3 hour sessions, 1 on each of 9, 10 & 11 June as follows:

Tuesday, 9 June - Industry Opportunities
Wednesday, 10 June - Sustainable Solutions
Thursday, 11 June - Innovations

We are offering two opportunities to engage with our audience

SPONSOR A SESSION

Session sponsors will receive:

- Your logo on screen for 10 seconds before the Keynote, between each presentation, before and after breaks and at close.
- Acknowledgement from the conference MC of your support at the start of the day, between each presentation, before and after breaks and at close.
- For exclusivity there will only be one sponsor per session.

In normal times, we think that's worth around \$2,000 (+GST) per session.

We're not in normal times and we want to help out so we're inviting you to tell us what you're prepared to pay for that.

CORPORATE OR PRODUCT VIDEO PROMOTION

Each session will include 10 minutes of break time. We're allocating 6 of those minutes to promotional slots of 30 seconds each, ideal for short corporate or product videos.

We have breaks in sessions as follows:

- Day 1 - 2 breaks, 3 minutes available in each break
- Day 2 - 1 break, 6 minutes available in the break
- Day 3 - 2 breaks, 3 minutes available in each break

In normal times, we think these 30 second slots are worth around \$200 (+GST) each.

We're not in normal times and we want to help out so we're inviting you to tell us what you're prepared to pay for each of these slots, or combinations across days or consecutively for longer videos.

Just tell us what you think they're worth and we'll see if we can make it work.

It's not all about money.

We want to help NZ achieve lower emissions, so just because you're a small or medium sized business - or even a not-for-profit - doesn't mean you can't join in. We're asking all applicants to give us a short statement, maximum 100 words, on why your organisation or product should be included and we will be allocating some spaces on public merit as much as their bid.

Session sponsor and video submissions will be reviewed to ensure their messages are consistent with CEP and Gen Less objectives and we shall be allocating spaces at our discretion. Therefore, we reserve the right to decline applications and correspondence on decisions will not be entered into.