

New Zealand
Horticulture
Conference



Sponsorship and exhibition prospectus

28-29 July 2026 | Tākina, Wellington





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Your invitation

Join us for the annual New Zealand Horticulture Conference at Tākina, Wellington.

The Horticulture Conference and the Recognised Seasonal Employer (RSE) Conference are coming together as one integrated, two-day event: the New Zealand Horticulture Conference.

The programme will feature horticulture-focused speakers and content designed to deliver strong commercial and industry relevance.

This unified format increases scale and impact, creating greater visibility and engagement for sponsors while making more efficient use of time, space, and investment.

A dedicated RSE forum will also be held the day prior, providing targeted engagement with RSE stakeholders and decision-makers.

Partner with us

The New Zealand Horticulture Conference is an opportunity to showcase your brand, share your innovations, and demonstrate your commitment to the industry.

Your sponsorship offers a unique opportunity to connect directly with the heart of New Zealand's horticulture and RSE communities. The conference brings you face-to-face with:

- Growers, packhouse operators, and supply chain professionals
- Marketing and sales leaders
- Media representatives and government officials from New Zealand and the Pacific

This event has been designed to ensure your brand is seen where it matters most. With dedicated branding spaces, networking opportunities, and visibility throughout meals and breaks, your organisation will be front and centre for key industry decision-makers.



More than sponsorship - it's an investment in the industry

Sponsorship is more than simply putting your name on signage; it's a tangible way to support our grower community as they navigate ongoing challenges. Your contribution helps us keep registration costs low for growers, encouraging broad participation and strengthening collaboration across the sector.

Together, we can shape the future of horticulture and help build a stronger, more resilient industry for years to come.



Overview

This conference is organised by Horticulture New Zealand on behalf of 4,300+ growers. The conference will feature three different streams; Horticulture, RSE and Technical, attracting different areas from the horticulture sector. During the conference, the Annual General Meetings of Horticulture New Zealand and Vegetables New Zealand will be held.



900+ registrations
42% growers or,
employed by growers.



460 gala dinner
attendees.



80% of attendees
were **‘very satisfied’**
with the conference.



Exhibitor Experience:
85–90% rated
the event
positively, citing
strong engagement.



Many described
it as **“the best**
conference yet” with
“fantastic energy
throughout”.

Based on feedback and data gathered from the 2025 conference.

New Zealand Horticulture Conference programme

		MONDAY		TUESDAY		WEDNESDAY		
		Pre conference		New Zealand Horticulture Conference		New Zealand Horticulture Conference		
MORNING	Exhibitor pack-in		RSE pre conference forums		Three streams of conferencing:		Three streams of conferencing:	
					 Strategic		 Strategic	
AFTERNOON					 RSE		 RSE	
					 Technical		 Technical	
EVENING	Horticulture happy hour			Celebration of Horticulture - hosted by Hon Nicola Grigg, Associate Minister for Agriculture (Horticulture)		Horticulture Industry Awards and Gala Dinner		



Your voice, our improvements

We've listened to feedback and made important updates to our sponsorship packages, detailed on the next page. We are excited to offer tailored options to meet the needs of our sponsors.

Donate your space

Donate your space to a non-profit, charity, or any other deserving cause within the food and fibre sector.

NZGrower & Orchardist magazine

The NZGrower & Orchardist reaches over 3,000 growers in New Zealand. As a sponsor or exhibitor, we are including advertising space in this publication as another channel to promote your business - offering more exposure to our grower community.

NZGrower & Orchardist is HortNZ's grower resource sharing growing know-how and grower-led examples from industry leaders to inspire sector wide change.

Grower passes

Elevate your support for growers with our grower passes. Additionally, grower passes are optional for Bronze sponsorship packages and above.





Sponsorship packages

Platinum

One available | POA

For further information, please contact events@hortnz.co.nz

Gold

Two available | \$42,500+GST

- Major sponsor recognition for either the Horticulture Industry Awards and Gala Dinner or networking event
- Opportunity for a five-minute speech at chosen event
- One double exhibitor stand
- Recognition as a gold sponsor on conference website
- Six complimentary conference registrations
- Six complimentary tickets for the Horticulture Industry Awards and Gala Dinner
- Your choice of a full page advert* in the NZGrower & Orchardist magazine or six grower passes**

Silver

Five available | \$22,500+GST

- One exhibitor stand
- Recognition as a silver sponsor on conference website
- Four complimentary conference registrations
- Four complimentary tickets for the Horticulture Industry Awards and Gala Dinner
- Your choice of a 1/2 page advert* in the NZGrower & Orchardist magazine **or** four grower passes**

Bronze

Seven available | \$8,500+GST

- One exhibitor stand
- Recognition as a bronze sponsor on conference website
- Two complimentary conference registrations
- Two complimentary tickets for the Horticulture Industry Awards and Gala Dinner
- Your choice of a 1/4 page advert* in the NZGrower & Orchardist magazine **or** two grower passes**

All sponsors will receive the following benefits:

Conference website

Your logo to be included on the conference website to encourage traffic to your website

Collateral

Logo and recognition of sponsorship status in any printed conference materials

Logo exposure

Your logo featured on the main screen between speaker sessions

Recognition

Verbal recognition at the opening and closing of the conference

*We will make every effort to secure your preferred advertising space. The included advertising placement applies to publications printed between April 2026 and March 2027. All submitted content must comply with our standard advertising terms and conditions.

**Additional grower passes and/or additional advertising opportunities can be purchased alongside these packages.



Additional packages

Supporter packages

Catering sessions | from \$5,000 | Four available

Keynote speaker sponsors | from \$5,000

Please inquire

Horticulture Industry Awards and Gala Dinner welcome reception | \$5,000

Includes an opportunity to have your signage present during this portion of the evening, verbal recognition of sponsorship during the Horticulture Industry Awards and Gala Dinner as well as your logo on the conference website and printed collateral

Lanyards | \$5,500

for up to 1,000 lanyards

Conference cafe | \$10,000 | One available

An upgrade from previous years, this package includes a 3x3m floored site located in the heart of the exhibition hall.

Additional branding opportunities are available on:

- Coffee cart
- Café walls
- Cups
- Barista uniforms

Registration zone | \$7,500

Includes branding on registration desks and on kiosks

Business lounge naming rights | \$10,000

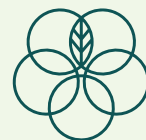
Secure the naming rights for our newly created business lounge, an exclusive space designed for attendees to escape the hustle and bustle. This environment is perfect for taking important calls and sending urgent emails, ensuring your brand is associated with a place of productivity.

Exhibition Stand

\$5,500+GST

- 1 x exhibitor stand in the exhibition hall. Sites are 3x3m - panels, power (10amp) and lighting will be supplied
- 1 x trestle table and 2 x chairs are included upon request
- Logo and URL listed on conference website
- 1 x virtual exhibitor stand via conference app
- 1 x lead capture license
- 1 x 1/4 page advert in NZGrower & Orchardist
- Two conference registrations





Sponsorship acceptance form

Please note that sponsorship is available on a first-in, first-served basis. If your preferred sponsorship option is not available, we will be able to suggest other options.

Company name

Address

Contact name

Job title

Phone

Mobile

Email

Accounts contact name

Accounts email

Type of sponsorship requested:

- ☐ Platinum sponsor POA
- ☐ Gold sponsor \$42,500+gst
- ☐ Silver sponsor \$22,500+gst
- ☐ Bronze sponsor \$8,500+gst
- ☐ Supporter (please specify)

☐ Exhibition stand \$5,500+gst

[Click here](#) to complete this form online.

P 0508 467 867
E events@hortnz.co.nz

Cancellation policy

Cancellations received in writing (email or letter) up to *31 March 2026* will forfeit 50% of the total amount invoiced.

No refund can be given for cancellations received after *1 April 2026*.

Please complete this form and email it to events@hortnz.co.nz to confirm your sponsorship acceptance.

Payment

On signing this form, your company commits to being a sponsor/exhibitor at the New Zealand Horticulture Conference 2026.

Horticulture New Zealand will send a tax invoice and letter of confirmation once the sponsorship acceptance form has been processed. You are required to pay the invoice by the 20th of the month following.

SIGNED

DATED



Floorplan

Level 1

