



Hospitality Summit

Te Tihi o Manaakitanga
The Trusts Arena
Auckland

18 – 20 September
2022

AN EVENT BY NEW ZEALAND CHEFS
ASSOCIATION AND THE RESTAURANT
ASSOCIATION OF NEW ZEALAND

Inspire innovate connect



Incorporating:



NEW ZEALAND
HOSPITALITY CHAMPIONSHIPS
Whakataetee Manaakitanga a Motu
In association with NZChefs



NetworkING
lounge



Feast

Connecting people, knowledge, and innovation in hospitality.



NZChefs and The Restaurant Association proudly present Hospitality Summit '22, Te Tihi o Manaakitanga '22, a hybrid multi-day event for industry to connect, innovate, showcase, and compete.

Spanning 3 days Summit incorporates 8 key events, that focus on creating pathways to strengthen the sector and create a more sustainable hospitality workforce.

Summit is a one stop shop for all things hospo; showcasing an expansive tradeshow, conference, championships, fine dining, and networking opportunities all under one roof.

Get inspired by industry leaders, watch emerging talent battle it out on stage and learn masterclass trade secrets. Discover ingredients, ideas and insights to help expand and future proof your hospitality business.

Connect with leading innovators, creators, and vendors during Summit's diverse programming, that champions the hospitality sector as a positive career path.

Hospitality Summit 22 will take place 18-20 September 2022 at Henderson's Trusts Arena. Conveniently located 15 minutes from Auckland's CBD, Trusts Arena offers outstanding facilities, world-class catering and skilled, experienced staff.

NZChefs and The Restaurant Association look forward to welcoming you to Summit.

Don't miss out on the biggest event on NZ's Hospitality Calendar! Tickets can be tailored to suit your needs, secure yours today.

What's on the Hospitality Summit agenda?

Conference

Hospo Hui

Presented by the Restaurant Association, Hospo Hui offers 2 days of thought-provoking sessions that aim to educate and inspire. We are living through ever-changing times, which calls for our industry to innovate, diversify and cultivate GROWTH. As we adjust to a new normal, we must shed what no longer serves us and collectively drive forwards with renewed vision and purpose. The current climate is an opportunity for our industry to be leading innovators and changemakers... to foster a growth culture, growth mindset and growth vision for hospitality. Hospo Hui will host a stellar line up of speakers taking part in think-tank panel discussions, interactive demonstrations, wellbeing breaks and a keynote.

Seminar HQ

Upskill yourself with bite-sized educational sessions, hosted at our Seminar HQ. This idea hub will feature an array of speakers, themes, and demos across the three days of Summit. There will be something for everyone including a unique opportunity to touch, smell and taste wild plants on a foraging workshop in the Waitakeres.

Networking Lounge

An exciting addition to the programme this year is the Networking Lounge. This is a dedicated space for exhibitors, competitors, presenters and attendees to connect with each other and relax.

Tradeshow

Xpo Connect

Connect with trusted suppliers and explore innovative solutions. Xpo Connect's 140+ exhibition spaces will showcase top-tier products and services for the hospitality, accommodation and tourism industry. A Farmers Market will feature artisanal producers and their wares. This is a unique opportunity for sponsors and vendors to connect and network with their target audience throughout Summit.

Moffat Demo Kitchen

Head to the Moffat's Demo kitchen to see top chefs and innovators share their trade secrets and best practises, throughout the course of Summit. Watch interactive demonstrations and masterclasses, that showcase Aotearoa's best produce.





Competitions

NZ Hospitality Championships

Emerging talent will tout their skills and creativity in front of judges, in what was formerly known as the NZ Culinary Fare. 3 stacked days of competitions will feature competitors across from all levels of training- ranging from secondary schools through to speciality industry classes. Competitors will vie for esteemed titles such as 'NZ Chef of the Year', 'NZ Barista of the Year', 'Cocktail Champion of the Year' and 'Training Establishment of the Year'. NZ Hospitality Championships is the perfect place to watch up-and-coming talent come head to head. Winners will be invited to attend Feast.

NZChefs Pitmaster BBQ Battle

This year's Summit introduces a new beast to the culinary scene. Pitmaster BBQ Battle is a monster 2-day event, where home cooks are invited to go head-to-head and battle it out amongst the industry's leading grill masters. It's your time to shine!

Don your apron, assemble your team and see if you have what it takes to be crowned 2022 'NZChefs Pitmasters BBQ Battle Champion'. Competitors must be aged 16 or over and in teams of 2-4.

FEAST

3 days of Summit festivities will culminate in the highly anticipated return of hugely popular Feast by Famous Chefs. This 3-course fine dining experience on day 3 of Summit will showcase emerging talent, crown Summit 22's champions, acknowledge hospitality greats and tantalise the taste buds. Secure your seat at this coveted table, by purchasing a ticket now. You are also invited to sponsor a seat for a young up and comer.





XPO CONNECT



XPO Connect

Xpo Connect is a key part of Hospitality Summit 22 and brings an excellent opportunity to connect your brand with a wider audience. The diverse range of events will bring together a targeted audience of owner operators, chefs and managers from both the hospitality and tourism sector.

Expos are a cost-effective face to face marketing and networking opportunity and provide an opportunity for you to position your company as a leader in the industry. Gather quality leads that generate direct sales or re-engage with existing customers.

Booth Includes:

- 3m x 3m walled stand (2.3m height)
- Black Velcro receptive partitions
- Carpet floor
- Front fascia signage
- Access to the Networking Lounge to further connect with key decision makers
- Powered and non-powered options available
- Open Farmers Market spaces also available for Artisanal producers
- Moffat Demo Kitchen
- Limited spots will be available to Xpo connect exhibitors for the Moffat demonstration kitchen.

Moffat Demo Kitchen

Head to the Moffat's Demo kitchen to see top chefs and innovators share their trade secrets and best practises, throughout the course of Summit. Watch interactive demonstrations and masterclasses, that showcase Aotearoa's best produce.

Hours

Xpo Connect will be open to the public 10am-4.30pm

Sunday 18-Tuesday 20 September

Pack in Saturday 17 September from 3pm

Pricing

Standard booth for 3 days - \$1280

Farmers Market space for 3 days- \$600

Marketing

As an exhibitor at Xpo connect, your business will be included in the marketing touch points of Hospitality Summit 22.

This will include:

- Social Media Marketing from both NZChefs and Restaurant Association of NZ
- Website and Landing Page Promotion
- Promotion in Plate, the official newsletter of the NZChefs Association
- Promotion in Savour, the Restaurant Association magazine, March edition
- EDM to members of NZChefs Association and Restaurant Association of NZ members
- Press Releases
- Early bird access to Seminar HQ events

Security

Security will be in place overnight and the venue will be completely locked down. However, there are a few security tips to help ensure your equipment and products remain safe.

- Set-up and dismantling pose the greatest threat to theft. Be especially vigilant during these times.
- Do not leave easily transportable valuables on your stand unattended, such as laptops, eftpos machines, cash boxes, tills, other electronic devices.
- Don't leave cash in sight.
- Call the organisers immediately in the event of theft, abuse, or any other unacceptable behaviours.



sponsorship



Hospo Hui

Principal Sponsor- \$15,000

- Your brand goes everywhere the Hospo Hui name goes, from the website header to the email signature and everything in between
- Your inclusion will be promoted across the website, EDMS promoting Hospo Hui, the press releases announcing key dates and promoting speakers, and promotion across all print and marketing material
- You'll be provided a digital package of co-branded tools (i.e. Facebook tiles, email signatures, logos for your website) to enable you to promote your association with Hospo Hui
- Connect directly with the industry through the Restaurant Association growing and highly engaged digital audiences (Facebook audience, Instagram audience & email database)
- Business name and branding included on all signage, media wall and Hospo Hui presentation with verbal acknowledgement by the MC
- Opportunity for the Comms team to give messages to these audiences on your behalf; special offers, competitions, incentives to engage, the story behind your support of Hospo Hui, new & relevant developments in your business
- You will be invited to present a 10-minute session as part of the Hospo Hui Program Opportunity to moderate or be on a panel discussion
- Opportunity to contribute collateral and/or product to showcase to attendees
- Complimentary XPO trade booth with Demo kitchen presentation slots
- Great networking opportunities with current members of the Restaurant Association and other industry contacts with access to the Networking lounge.
- 8x complimentary tickets
- Full list of attendees for business development opportunities
- Complimentary RA membership with sponsorship commitment of 3 years





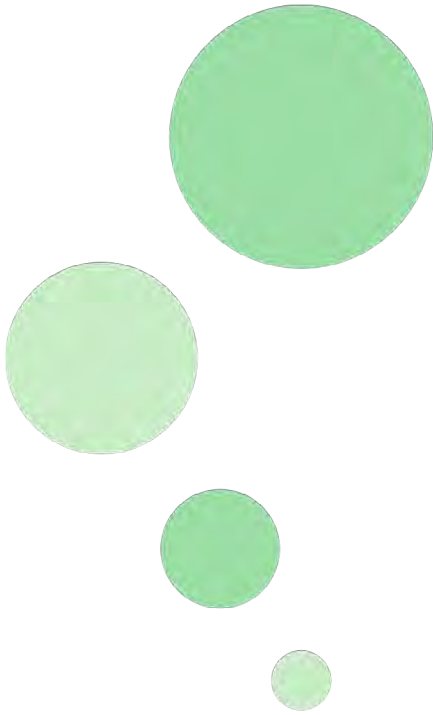
Hospo Hui

Major Sponsor - \$10,000

- Your inclusion will be promoted across the website, EDMS promoting Hospo Hui, the press releases announcing key dates and promoting speakers, and promotion across all print and marketing material
- You'll be provided a digital package of co-branded tools (i.e. Facebook tiles, email signatures, logos for your website) to enable you to promote your association with Hospo Hui
- Connect directly with the industry through the Restaurant Association growing and highly engaged digital audiences (Facebook audience, Instagram audience & email database)
- Business name and branding included in the Hospo Hui presentation with verbal acknowledgement by the MC
- Opportunity to moderate or be on a panel discussion
- Opportunity to contribute collateral and/or product to showcase to attendees
- Great networking opportunities with current members of the Restaurant Association and other industry contacts with access to the Networking lounge.
- Complimentary XPO trade booth with Demo kitchen presentation slots
- 4x complimentary tickets
- Complimentary RA membership with sponsorship commitment of 3 years

Supporting Sponsor - \$5,000

- Your inclusion will be promoted across the website and thank you EDMs
- Business name and branding included in the Feast presentation with verbal acknowledgement by the MC
- You'll be provided a digital package of co-branded tools (i.e. Facebook tiles, email signatures, logos for your website) to enable you to promote your association with Feast
- Connect directly with the industry through the Restaurant Association growing and highly engaged digital audiences (Facebook audience, Instagram audience & email database)
- Business name and branding on menus
- Opportunity to contribute product to showcase to attendees
- Great networking opportunities with current members of the Restaurant Association and other industry contacts with access to the Networking lounge.
- 50% Discount on XPO trade booth
- 2x complimentary tickets



Feast

Genesis Lounge
The Trusts Arena
Auckland
20 September 2022

Principal Sponsor - \$15,000

- Your brand goes everywhere the Feast name goes, from the website header to the email signature and everything in between
- Your inclusion will be promoted across the website, EDMs promoting Feast, the press releases announcing key dates and promoting speakers, and promotion across all print and marketing material
- You'll be provided a digital package of co-branded tools (i.e. Facebook tiles, email signatures, logos for your website) to enable you to promote your association with Feast
- Connect directly with the industry through the Restaurant Association growing and highly engaged digital audiences (Facebook audience, Instagram audience & email database)
- Opportunity for the Comms team to give messages to these audiences on your behalf; special offers, competitions, incentives to engage, the story behind your support of Feast, new & relevant developments in your business
- Business name and branding included on all signage, media wall with verbal acknowledgement by the MC
- Opportunity to include marketing collateral such as pull up banners at the event.
- Business name and branding on menus and other printed collateral including tickets
- Opportunity to present an award at the event
- Opportunity to contribute product to showcase to attendees
- Complimentary XPO trade booth with Demo kitchen presentation slots
- Great networking opportunities with current members of the Restaurant Association and other industry contacts
- Table of 10 to attend the event
- 2x Chairs to the event gifted on your behalf to an emerging hospitality talent to attend the event
- Full list of attendees for business development opportunities
- Complimentary RA membership with sponsorship commitment of 3 years



Major Sponsor - \$10,000

- Your inclusion will be promoted across the website, EDMs promoting Feast, the press releases announcing key dates and promoting speakers, and promotion across all print and marketing material
- You'll be provided a digital package of co-branded tools (i.e. Facebook tiles, email signatures, logos for your website) to enable you to promote your association with Feast
- Connect directly with the industry through the Restaurant Association growing and highly engaged digital audiences (Facebook audience, Instagram audience & email database)
- Business name and branding included in the Feast presentation with verbal acknowledgement by the MC
- Business name and branding on menus and other printed collateral including tickets
- Opportunity to contribute product to showcase to attendees
- Great networking opportunities with current members of the Restaurant Association and other industry contacts
- Complimentary XPO trade booth with Demo kitchen presentation slots
- 4x complimentary tickets
- 1x Chairs to the event gifted on your behalf to an emerging hospitality talent to attend the event
- Complimentary RA membership with sponsorship commitment of 3 years

Supporting Sponsor - \$5,000

- Your inclusion will be promoted across the website and thank you EDMs
- Business name and branding included in the Feast presentation with verbal acknowledgement by the MC
- You'll be provided a digital package of co-branded tools (i.e. Facebook tiles, email signatures, logos for your website) to enable you to promote your association with Feast
- Connect directly with the industry through the Restaurant Association growing and highly engaged digital audiences (Facebook audience, Instagram audience & email database)
- Business name and branding on menus
- Opportunity to contribute product to showcase to attendees
- Great networking opportunities with current members of the Restaurant Association and other industry contacts with access to the Networking lounge.
- 50% Discount on XPO trade booth
- 2x complimentary tickets

Product Sponsor

- Product value in lieu of financial contribution
- Your inclusion will be promoted across the website and thank you EDMs
- Business name and branding included in the Feast presentation with verbal acknowledgement by the MC
- You'll be provided a digital package of co-branded tools (i.e. Facebook tiles, email signatures, logos for your website) to enable you to promote your association with Feast
- Connect directly with the industry through the Restaurant Association growing and highly engaged digital audiences (Facebook audience, Instagram audience & email database)
- Where appropriate include product name in the associated menu item
- Business name and branding on menus
- Great networking opportunities with current members of the Restaurant Association and other industry contacts
- 1x complimentary ticket

See you at Hospitality Summit 22

Are you looking for ideas, advice, and inspiration to take your hospitality business to the next level? Make sure you mark September 18-20 in your calendar and join us at Hospitality Summit 22. NZChefs and The Restaurant Association would like to acknowledge the Hospitality Training Trust and our sponsors for making this event possible.

Get involved in Summit

LET'S TALK | KŌRERO MAI

For information, sponsorship opportunities or to be involved please contact:

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