



ENGAGE EDUCATE ENTERTAIN

# ARCHITECTURAL

MOVIE NIGHTS 2020

EVENT PARTNER PROSPECTUS

ARCHITECTURE  
MOVIE  
NIGHTS  
BROUGHT TO YOU BY 

“Movie nights present a unique opportunity for product suppliers to engage, educate and entertain specifiers in a lively, informal environment.”

At EBOSS we love the efficiency and reach that digital communication offers, but there's still nothing like face-to-face, tactile experiences.

To complement to our digital services, we host events nationwide, providing product suppliers with opportunities to connect with the architectural community. With a focus on education and meaningful engagement, these events include in-practice and tertiary materials training forums, the all-new EBOSS Quiz Nights and our pioneer event series, EBOSS Architectural Movie Nights.

We've seen phenomenal growth in the EBOSS Architectural Movie Night series since its inception in 2013. In 2020 EBOSS will host 25 Architectural Movie Night events across 13 New Zealand locations, reaching upwards of 2,500 key specifiers. These events present a unique opportunity for product suppliers to engage, educate and entertain specifiers in a lively, informal environment.

**Considered 'must attend' events, each movie night begins with a relaxed networking function where event partners display products and samples and connect with guests over drinks and canapés. Following networking, we screen an architectural or design documentary carefully selected to appeal to the specifier audience.**

With EBOSS managing the finer details, event partners can focus on what's most important: building relationships with specifiers. Impress guests on the night with hands-on displays and friendly, knowledgeable reps who can start conversations and build relationships that will last long after the movie credits roll.

We have a limited number of event partnership opportunities available for non competing product suppliers. **Don't miss your opportunity to be a part of the 2020 series!**



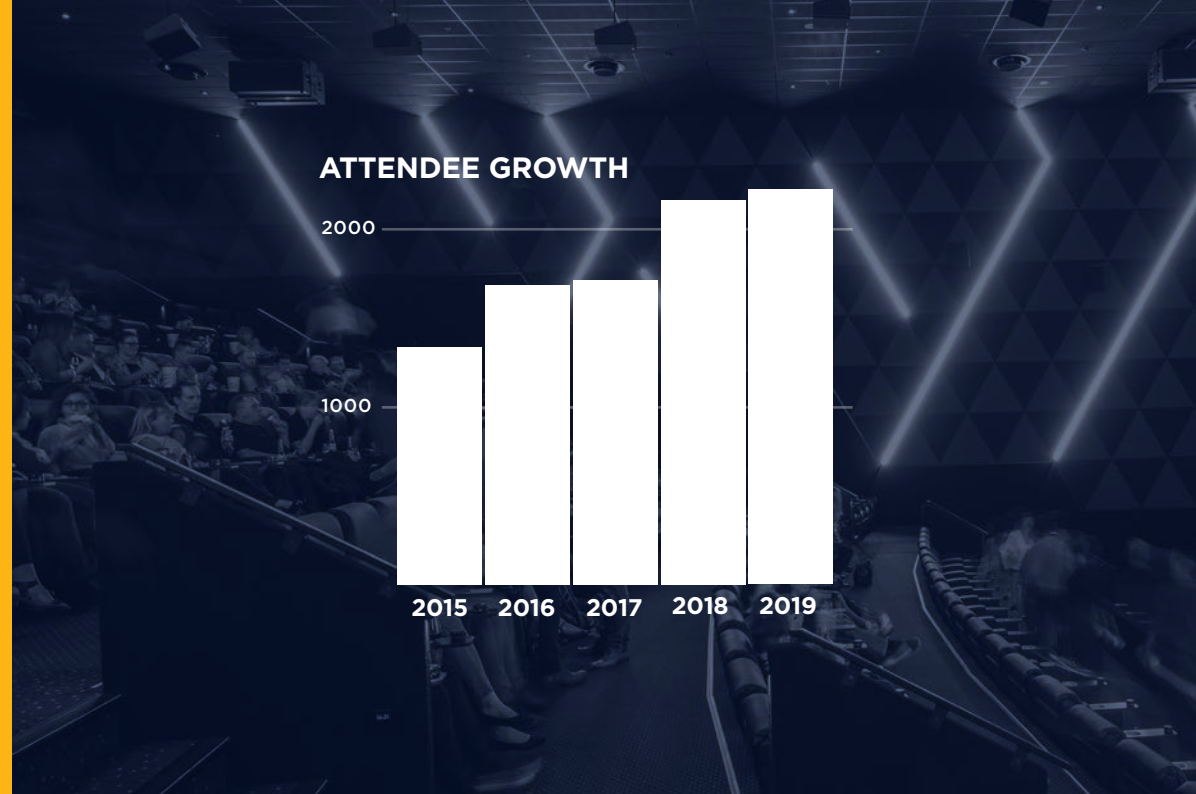
**Matthew Duder**  
MANAGING DIRECTOR  
—EBOSS

A handwritten signature in black ink that reads "Matthew Duder".

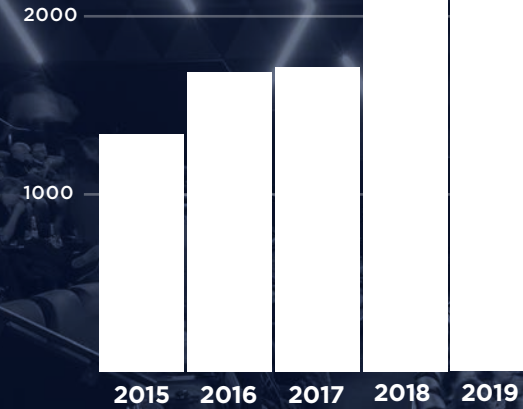
# An engaged architectural audience

Architects and designers consider EBOSS Architectural Movie Nights ‘must attend’ industry events. In 2019, we had over 2,000 specifiers across the country attend a movie night – and the numbers are growing. With two new events, the 2020 movie night programme is predicted to attract over 2,500 specifiers.

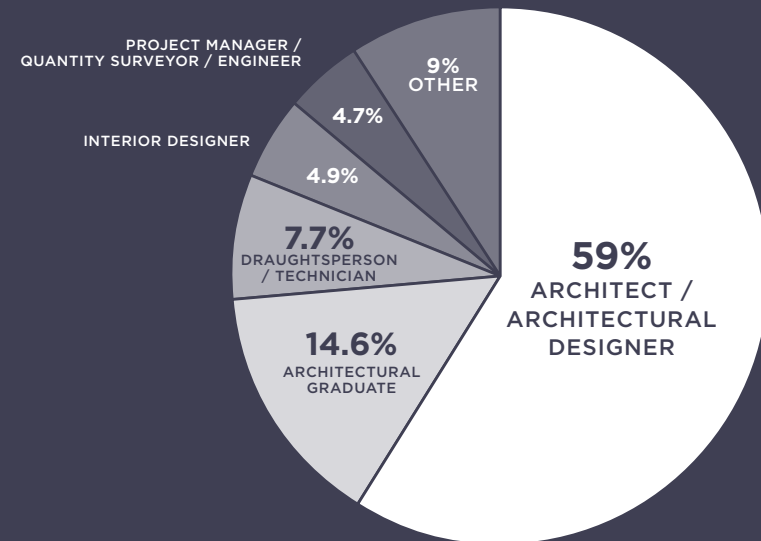
In 2019 over 70% of our audience were key architectural specifiers (architects, architectural designers and architectural graduates), with the other 30% comprising other key industry professionals such as draughtspersons, project managers and interior designers.



ATTENDEE GROWTH



2019 ATTENDEES



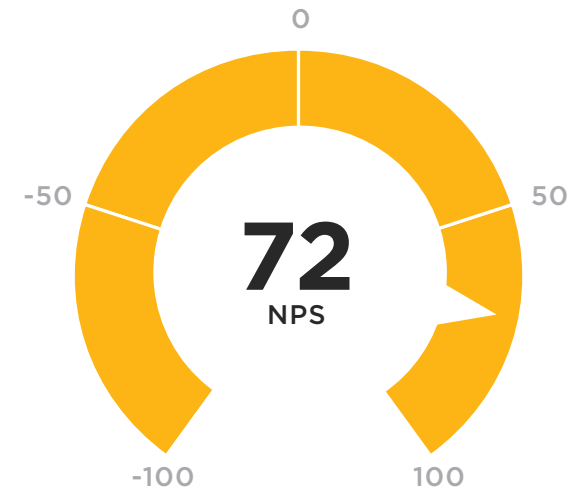


# A proven event format

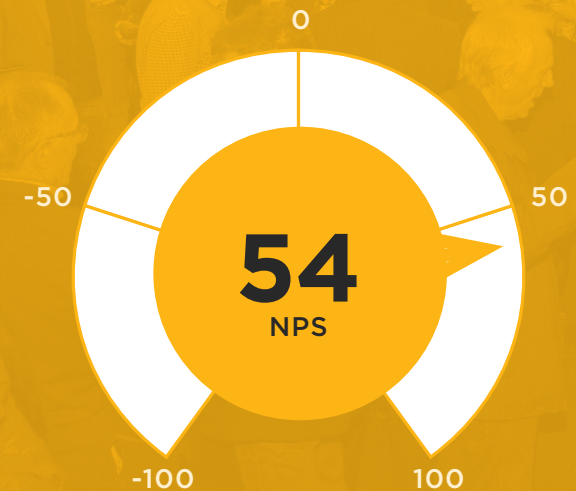
With our proven movie night format, we keep both attendees and event partners happy. During our 2019 movie night series, we achieved an average Net Promoter Score of 72 for 2019 attendees and 54 for 2019 event partners. By surveying both attendees and event partners after each event, we ensure our movie nights remain fresh, relevant and successful.

\*A Net Promoter Score (NPS) is a metric used in customer experience programmes to measure the loyalty of customers to a company. NPS scores are measured with a single question survey and reported with a number from -100 to +100.”

## 2019 ATTENDEES



## 2019 EVENT PARTNERS



“EBOSS Movie Nights have been a fantastic way for us to introduce our product to specifiers who wouldn’t otherwise have heard of us or even considered using a product like ours in new designs. The evenings are very well organised and attended and are an important and valuable part of our marketing mix.” — **ALLAN FULLERTON | POWERGLIDE ELEVATORS**

“As a sponsor I have attended three movie nights and I consider them to be invaluable. I found in a social setting such as these movie nights our clients appear more relaxed and seem to be more open and receptive to discussions on products and processes. I would love to be a part of more of these nights and would thoroughly recommend them to anyone who is considering being a sponsor.”

— **ROSS MURRAY | POLYFLOR NEW ZEALAND LTD**

“It was a well run evening, easy to view and interact with the sponsors. Great prizes and the movie was excellent.” — **AUCKLAND ATTENDEE**

“Thanks for the Lego! My ticket issuer Allegion has already been in touch and we’re about to start a beautiful relationship.” — **HAMILTON ATTENDEE**



# Opportunities nationwide

In 2020 EBOSS will host 25 Architectural Movie Night events across 13 New Zealand locations, reaching upwards of 2,500 key specifiers.

Product suppliers have the opportunity to become an event partner for several events throughout the country, or may choose one region, or a select few.



# 2019 event partners

21 leading architectural and building product suppliers were involved in the 2019 series:

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# Become a movie night partner

There are limited co-partner opportunities available in each location for non-competing product suppliers from one product category per event. Event partnerships are allocated on a first-in, first-served basis.

## INVESTMENT

Auckland, Wellington, Christchurch

**\$1,695 + GST**

= up to 20 tickets per event

Expected Audience 150 - 180 attendees  
(based on previous attendance)

Regional centres

**\$1,450 + GST**

= up to 20 tickets per event

Expected Audience 60 - 80 attendees  
(based on previous attendance)

## WHAT'S INCLUDED IN YOUR PARTNERSHIP?

EBOSS organises the event based on our successful Architectural Movie Night format, which involves a networking and product display period followed by the screening of architectural documentary. Both during the lead-up to the event and on the evening, your partnership provides brand exposure and the opportunity to engage with architects and specifiers.

### Inclusions:

- Up to 20 tickets per event
- Your logo / company name on all marketing including website, invitation, event registration and cinema holding slide (along with other co-partner logos)
- EBOSS to design the event invitation for event partners to send to key specifier contacts
- EBOSS to manage RSVPs through an online registration form — weekly updates sent to event partners
- A designated area at the venue for each event partner to create a hands-on display with product/s and samples to encourage specifier engagement during networking
- Pre-movie networking opportunity with guests, including drinks and canapés
- EBOSS to provide each event partner with numbered movie tickets to hand out to guests on the night for the 'lucky ticket' prize draw
- Opportunity to provide a prize to be given to the winner of your brand's 'lucky ticket' prize draw in the cinema
- A static image of your brand / product displayed on screen while our MC reads your brand / product introduction inside the cinema and draws your 'lucky ticket' prize draw
- A choice of popcorn or ice-cream for guests to enjoy during the film



# Additional engagement opportunities

This year we are introducing two exciting new opportunities for event partners looking to further engage with specifiers and broaden the exposure of their brand. These opportunities span across the full 2020 Architectural Movie Night series of 25 events in 13 locations, providing the opportunity to reach approximately 2,500 specifiers

These additional opportunities are available to non-competing product suppliers booking a minimum of 5 movie night events in the 2020 series.

Note: Conditional on receiving commitment from a minimum of 2 event partners. Preference will be given to those event partners with the most movie night bookings across the 2020 series as of 1 December 2019.

## Pre-movie video advertising

An exciting opportunity to introduce or reinforce your brand and product messages to a captive audience of industry professionals through pre-movie advertising.

1 x video advertisement of up to 30 seconds.



**SERIES INVESTMENT**  
**\$300 per event**  
(\$7,500 + GST / 25 events)  
= 4 spaces available

## Attendee bag branding

Your logo featured on our co-branded movie night bag, which is gifted to guests as they arrive.



**SERIES INVESTMENT**  
**\$140 per event**  
(\$3,500 + GST / 25 events)  
= 3 spaces available

# 2020 dates & locations

Auckland	Thurs 12 March, Thurs 11 June, Thurs 27 August, Thurs 5 November
Hamilton	Thurs 5 March, Thurs 2 July
Tauranga	Wed 4 March, Wed 1 July
Gisborne	Wed 11 November
Napier	Thurs 12 November
New Plymouth	Thurs 30 April
Palmerston North	Wed 29 April
Wellington	Wed 26 February, Wed 13 May, Wed 14 October
Nelson	Thurs 27 February, Thurs 10 September
Christchurch	Thurs 2 April, Wed 26 August, Thurs 15 October
Wanaka	Wed 18 March, Wed 21 October
Arrowtown	Thurs 19 March, Thurs 22 October
Dunedin	Wed 1 April

Please note EBOSS reserves the right to change an event date.

**To secure your partnership for a 2020  
Architectural Movie Night**

[CLICK HERE](#)

## CPD & LBP Points

Each registered attendee (where eligible) can earn the following points:

**ADNZ = 1.50 points**

**NZRAB = 5.00 points**

**LBP Points = 1 hour elective training**

## Timings

**4.30pm** Event partners on site to set up a visually enticing, hands-on display within their display area with the use of product models / samples

**5.30pm** Guest arrival / drinks and canapes / networking at partner product displays / ticket collection

**6.20pm** Guests ushered into theatre and offered a choice of ice-cream OR popcorn

**6.30pm** EBOSS MC to introduce and thank event partners, lucky ticket number prize draw

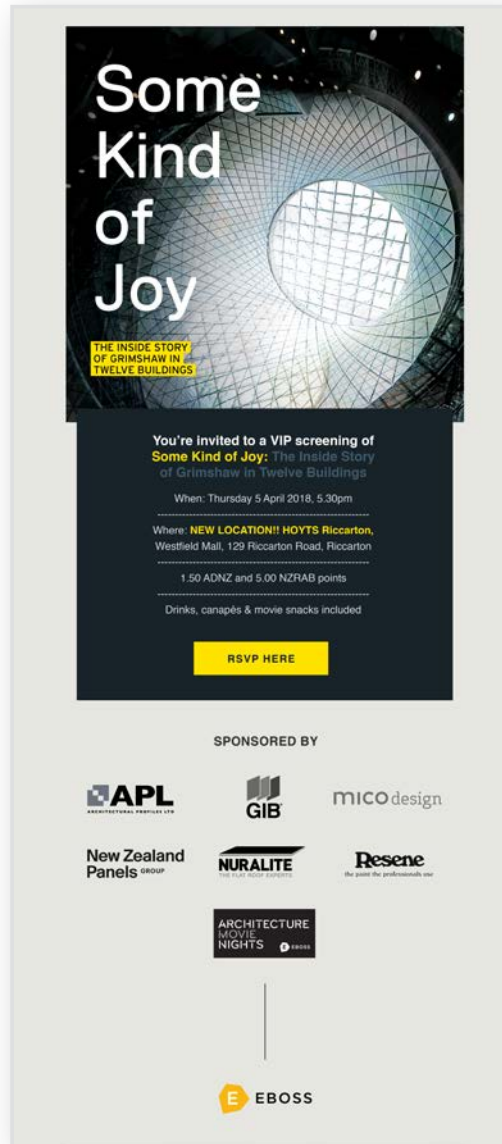
**6.45pm** Documentary starts

**7.45pm** Close / guests depart (approx)

# Invitations

EBOSS will design a PDF invitation for event partners to send to their key specifier contacts approximately four weeks prior to the event. This is an opportunity for reps to touch base with their architectural contacts and offer them something of value – an invite to a ‘must attend’ event.

Example invite



# RSVP

EBOSS will host an online registration form for guests to register their attendance (via a link in the PDF invite). EBOSS will manage and coordinate the RSVPs and provide event partners with a weekly list of registered attendees leading up to the event.

If an event partner has any unallocated tickets on this registration form 10 days prior to the event, EBOSS will extend the invitation to our database of architects and architectural designers in the event location. Any registrations for an event partner that are generated from this invitation will effectively fill that event partner’s remaining ticket allocation.



# Displays & networking

Architectural Movie Nights provide product suppliers with a captive audience of local architects, architectural designers and key influencers. Make the most of this networking opportunity to grow awareness of your products and help drive specification.

Each event partner will have a designated area within the venue for their product display. Event partners with hands-on displays with product/s, samples and technical models will make the most of this opportunity to increase engagement and understanding of products.

Remember that your display will be sitting alongside those of other non-competing co-partners, so you want to make sure that it is visually-enticing with plenty to touch and look at to encourage specifier engagement. Have your friendliest, most knowledgeable reps on board to answer questions and build relationships on the night.

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## Tickets

Tickets are provided to encourage engagement with your invited guests in an intimate shared experience.

As guests arrive on the evening, our staff will check their registration at the door and send them to your product display to collect their numbered ticket (we will give these to you on the night). This ensures your invited guests make contact with you during the networking period and provides them with an opportunity to win spot prizes once inside the cinema during the event partner 'lucky ticket' prize draw.



## Attendee bag

As guests arrive on the evening they will be given a tote bag to fill with samples, merchandise and other information on your product / brand. You should allow for approx 60-80 items of samples / information per event for the regional events and 150-180 items per event at the main centre locations.



## Lucky ticket prize draw

Event partners have the option to put forward a prize as part of the welcome / intro which takes place inside the cinema before the film. With your static image on screen, our MC will read your company intro, introduce your rep then call out a 'lucky ticket number X' from your allocated ticket numbers so you can be sure your prize will go to one of your invited guests.

**Suggested prize value: \$80 - \$200**

Possible prizes: your own product (where applicable), a local restaurant voucher, hardcover architectural book, blunt umbrella, bluetooth speaker, design store gift voucher etc.



# To secure your partnership for a 2020 Architectural Movie Night

[CLICK HERE](#)

[For more information please contact \[angela@eboss.co.nz\]\(mailto:angela@eboss.co.nz\)](mailto:angela@eboss.co.nz)