




ARCHITECTURAL  
QUIZ NIGHT  
2020

EVENT PARTNER PROSPECTUS

ENGAGE EDUCATE ENTERTAIN

BROUGHT TO YOU BY  EBOSS

“Quiz Nights are a unique opportunity for reps to spend time with a team of architects and designers as they compete for kudos, prizes and the ultimate winning trophy.”

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, our well-established Architectural Movie Nights and the all-new Architectural Quiz Nights.

Following phenomenal growth in our event series and a successful pilot in Auckland, we're excited to launch EBOSS Architectural Quiz Nights across six locations in 2020. This new event format is a unique opportunity for reps to spend time with a team of architects and designers as they compete for kudos, prizes and the ultimate winning trophy.

With EBOSS managing the finer details of the event, event partners can focus on what's most important: **building relationships with specifiers**. Make your brand memorable with products, samples, merchandise and friendly, knowledgeable reps who can build a rapport with guests and forge relationships that will last long after the evening ends.

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 inaugural 2020 series!**



**Matthew Duder**  
MANAGING DIRECTOR  
—EBOSS

A handwritten signature of Matthew Duder in black ink, written in a cursive style.

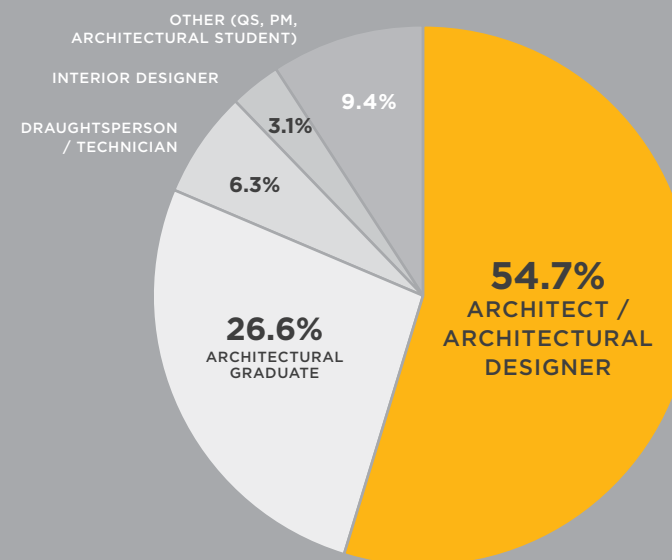
# An engaged architectural audience

The 2020 quiz night series is predicted to attract similar numbers to the 2019 pilot event in Auckland.

In 2019 over 80% of our audience were key architectural specifiers (architects, architectural designers and architectural graduates), with the other 20% comprising other key industry professionals such as draughtspersons, project managers and interior designers.



2019 ATTENDEES

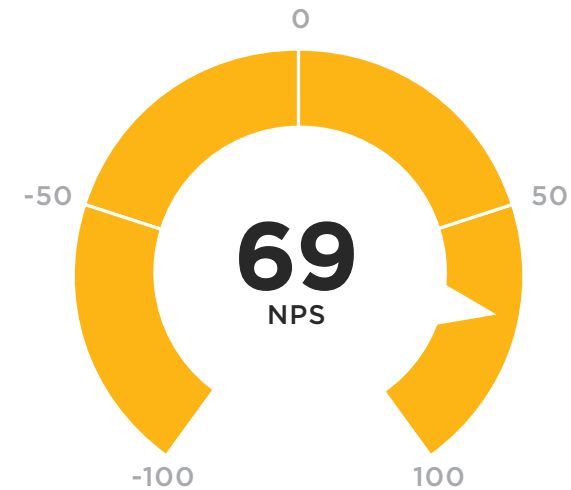


# Successful event format

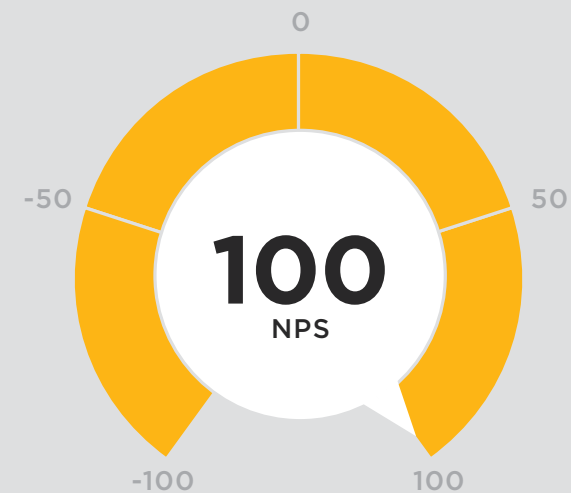
With our proven quiz night format, we keep both attendees and event partners happy. During our 2019 pilot event, we achieved an average Net Promoter Score of 69 for attendees and 100 for event partners. By surveying both attendees and event partners after each event, we ensure our quiz nights remain 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



“Quiz night moved along at a good pace. It is very much an Architecturally centric quiz, which makes it stand out amongst all the other quizzes around, but there were chances for sponsors to show off their general knowledge as well. Great atmosphere and a fun night.” —VAUGHAN SMIDT | RESENE PAINTS

**“It was a fun night with some great prizes and some really good interaction with colleagues, suppliers and sponsors... Thank you!”**

—AUCKLAND ATTENDEE

**“It was brilliant, don’t need to change anything...”**

— PHILIP NEGUS |  
APL WINDOW SOLUTIONS

“Thanks for a great event. Integrating sponsors within the teams was a great way to interact and network.”

—AUCKLAND ATTENDEE

# Opportunities nationwide

In 2020 EBOSS will host 12 Architectural Quiz Night events across 6 New Zealand locations.

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

9 leading architectural and  
building product suppliers were  
involved in the 2019 pilot event:





# Become a quiz 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.

## EXPECTED AUDIENCE SIZE BASED ON PREVIOUS ATTENDANCE

**50 - 70 key specifiers (regional centres)**

**80 - 100 key specifiers (main centres)**

## INVESTMENT

**\$1,450 + GST**

**For 1 table of up to 8 participants  
(incl 1-2 reps from your company)**

## WHAT'S INCLUDED IN YOUR PARTNERSHIP?

EBOSS organises the event based on our successful Architectural Quiz Night format, which involves a networking period followed by an Architectural Quiz hosted by a professional quizmaster. 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:

- Your company name / logo on all marketing including website, invitations, event registration, quiz book and quiz holding slides (along with other co-product supplier logos)
- EBOSS to design the event invitation for event partners to send to their key specifiers — we encourage mixed teams as well as sole practice teams to create some healthy inter-practice competition
- EBOSS to manage RSVPs through an online registration form — weekly updates sent to product suppliers
- 1 table of up to 8 participants at the Quiz Night (including 1-2 reps from your company)
- Opportunity to have product, samples and merchandise on all quiz tables in the room (allow for 100 guests in main centres, and 70 in regional centres)
- Food and beverages for guests and reps for the duration of the event
- A pull-up banner or similar near your quiz table
- Two key questions related to your products or brand to be included in the quiz on the night (1 technical / 1 fun)
- A spot prize giveaway from your brand during the quiz (each event partner to provide a prize — suggested value \$150 - \$200)



# 2020 dates & locations

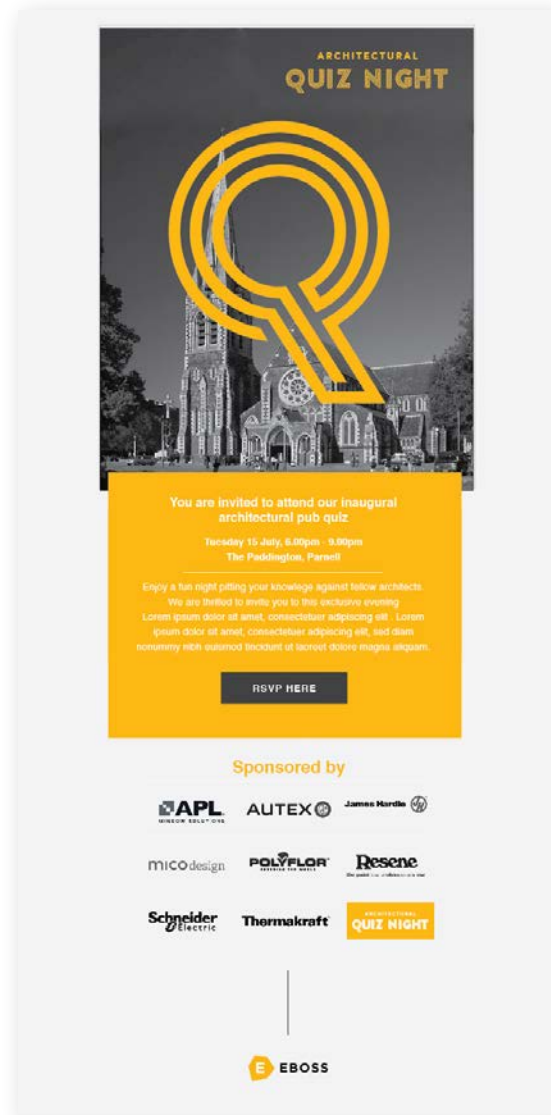
Auckland	Wed 20 May, Wed 22 July, Wed 16 September
Hamilton	Thurs 23 July
Tauranga	Thurs 21 May
Wellington	Thurs 28 May, Wed 29 July, Wed 23 September
Christchurch	Wed 27 May, Thurs 30 July, Thurs 24 September
Queenstown	Thurs 17 September
Please note EBOSS reserves the right to change an event date.	

## Timings

- 4.45pm** Event partners on site to set up quiz tables with product / samples / merchandise
- 5.30pm** Guest arrival / registration / food and drinks served
- 6.00pm** Welcome
- 6.05pm** Quiz starts
- 7.45pm** Prizegiving
- 8.00pm** Close (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 your guests to register their attendance (via a link in your 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 spots on their team 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 any remaining spots on that event partner's team.

## To secure your partnership for a 2020 Architectural Quiz Night

**CLICK HERE**

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

QUESTION 4

Which Hungarian-born architect  
designed the Auckland Parnell  
Baths?

ARCHITECTURAL  
QUIZ  
EBOSS