




ARCHITECTURAL
QUIZ NIGHT
2021
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 experiences. While opportunities to engage with architects have greatly diminished in 2020, this has only reminded us of how enjoyable and valuable those interactions can be.

As we head into 2021, we are excited to be resuming our full event series, providing product suppliers with opportunities to connect once again with the architectural community.

In 2021 architects and designers will be eager to reconnect with industry colleagues and suppliers. Our events provide a trusted platform for this to happen. 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.

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 2021. 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 2021 series!**



Matthew Duder
MANAGING DIRECTOR
—EBOSS

A handwritten signature in black ink that reads "Matthew Duder". The signature is fluid and cursive.

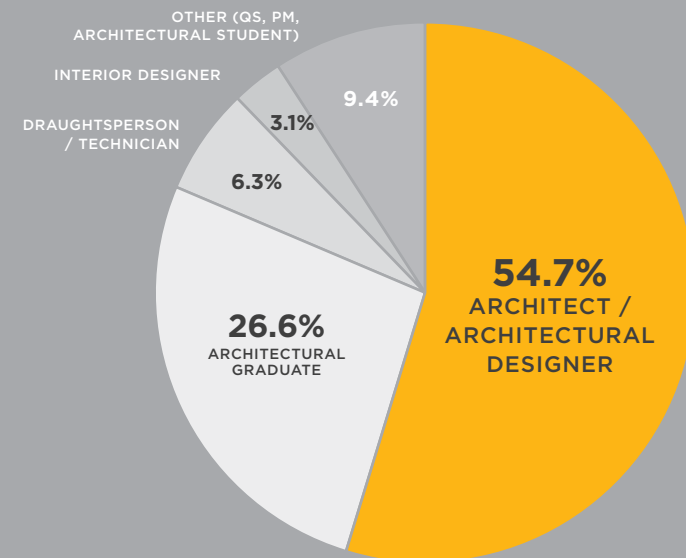
An engaged architectural audience

The 2021 quiz night series is predicted to attract similar numbers to the 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

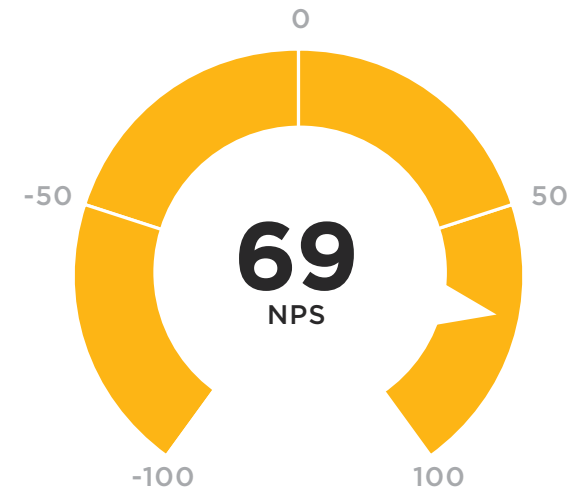


Successful event format

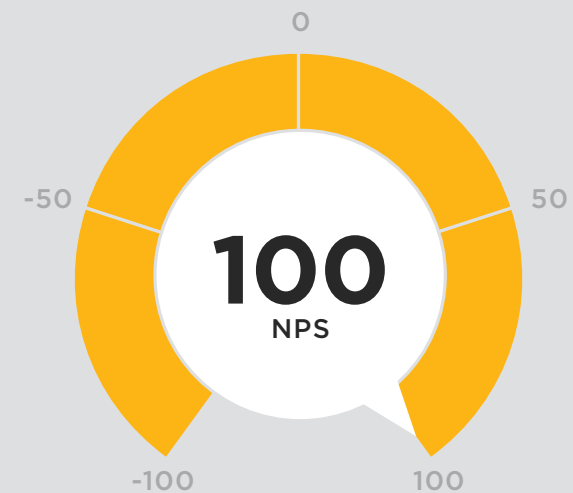
With our proven quiz night format, we keep both attendees and event partners happy. During our pilot event, we achieved an average Net Promoter Score of 69 for attendees and 100 for event partners. By surveying both attendees and event partners after each event, we ensure our quiz nights remain fresh, 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 2021 EBOSS will host six Architectural Quiz Night events across six 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.



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

50 - 60 key specifiers (regional centres)

70 - 90 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 using 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 invitations, event registration, quiz book and quiz holding slides (along with other co-partner logos)
- An EBOSS-designed event invitation for event partners to send to their key specifiers
- RSVPs managed by EBOSS
- 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
- 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)

2021 dates & locations

Auckland	Tuesday 18 May 2021
Wellington	Thursday 20 May 2021
Tauranga	Tuesday 27 July 2021
Hamilton	Wednesday 28 July 2021
Christchurch	Wednesday 15 September 2021
Queenstown	Thursday 16 September 2021

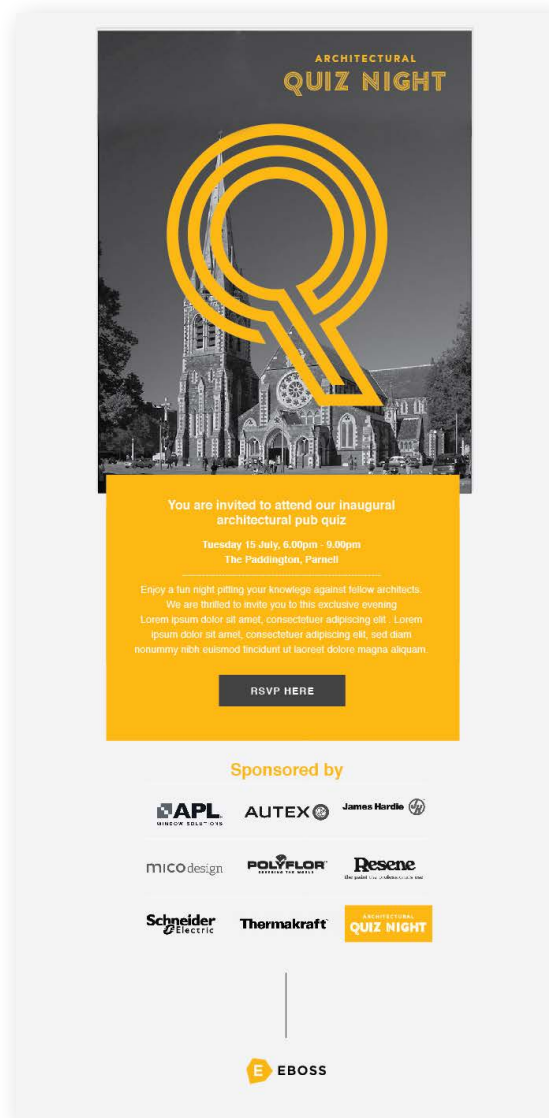
Please note EBOSS reserves the right to change an event date.

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
2021 Architectural Quiz Night

CLICK HERE

For more information please contact angela@eboss.co.nz

QUESTION 4

Which Hungarian-born architect designed the Auckland Parnell Baths?

ARCHITECTURAL
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