



## **2003 National Conference**

**“Transport/Land Use Integration”  
Getting Serious**

**Convention Centre, Sydney, New South Wales  
24-26 September 2003**

## **SPONSORSHIP OPPORTUNITIES**

AITPM’s 2003 National Conference depends very much on the generosity of our sponsors. We recognise that sponsors expect a good return for their investment. This document summarises the Sponsorship Opportunities available for this conference and the Entitlements accorded to each level of sponsorship.

The common benefit to all sponsors is National exposure. Our National Conference is attended by elected representatives, all levels of management and practitioners in the private and public sectors from all States across Australia.

# ABOUT AITPM

Traffic planning and management is an integrated activity involving traffic engineering, land-use planning, social science, economics and environmental matters associated with traffic and the safe and efficient movement of people and goods. The Institute is an association of people practising in these fields. AITPM membership and other conference participants encompass the fields of engineering, planning, environmental and behavioural sciences, the law, tertiary education, insurance, government administration and economics.



## **AITPM Aims**

The Institute's mission is to promote the positive and productive aspects of traffic and transport planning and management, and to influence decisions in these matters for the benefit of the community, by representing the expertise of practitioners and the interests of its members. The Institute aims to advance traffic planning and management, to increase the knowledge of its members by encouraging free discussion, exchange of ideas and research in this field, and to provide a central point of reference for practitioners.



## **AITPM Achievements**

Since its formation the Institute has pursued discussion and action about appropriate traffic and transport management approaches for the Australian environment. This continual focussing on the relevant issues has led to the situation where traffic management is now recognised as an integral part of any land-use development, not an optional extra. The Institute has attracted an impressive range of Corporate Members and Sponsors for its activities. These include state road and traffic authorities, automobile associations, government departments and private industry. Over the years, membership of the Institute has been seen by many employers as desirable for employment in traffic planning and management.



## **AITPM History**

In the 1960s practitioners associated with the planning and management of road traffic had come to represent a wide range of training, expertise and experience. In 1966 the Australian Institute of Traffic Technology was formed, in which a person's working experience, expertise and interests, rather than academic qualifications, became the common link.

In 1981, the Institute changed its structure and became the Australian Institute of Traffic Planning and Management. The Institute is a truly national organisation, with Branches in NSW, SA, QLD, VIC and WA and more than 550 members, representing practitioners in government agencies, local government councils, private practice and academic institutions. It is governed by a National Council and enjoys the Patronage of the relevant Government Minister in several States.

# ***THE AITPM NATIONAL CONFERENCE***

The Institute held its first Conference in 1983. Since then the National Conference has developed a reputation for bringing together elected representatives, professionals and para-professionals in traffic planning and management from across Australia and Internationally in

- ◆ Federal, State and Local Governments,
- ◆ Consulting
- ◆ Universities,
- ◆ Products or services suppliers.

The conference is a two day event which will be opened by our Patron and includes a range of local, national and international speakers. Further details regarding the conference program and other activities can be viewed at our website [www.aitpm.org.au](http://www.aitpm.org.au) and follow the links to our conference page.

The conference will provide an ideal opportunity to promote your products/services and to network with other key players in your field.

Please note that there are various levels of sponsorship to suit your needs. Some of these are exclusive to provide your organisation with a high level of publicity and a competitive edge. Sponsorship opportunities are limited and your early response is encouraged to secure maximum exposure for your organisation and the opportunity to be part of the AITPM's flagship event.

Maximise your involvement in "Transport/Land Use Integration - Getting Serious" by becoming an official 2003 AITPM National Conference Sponsor.

# **MAJOR NATIONAL CONFERENCE**

## **SPONSOR**

**\$7,700 (incl. GST)**

*The Major National Conference Sponsors will join existing National Sponsors who have committed to a long term Sponsorship of the Institute. The Major National Conference Sponsor will be recognised nationally until December 2003 as a Major National Conference Sponsor of AITPM.*

### Sponsor Entitlements

- Two (2) complimentary registrations
- Display booth 3m x 2m. These are dedicated to the sponsor's merchandise and provide the opportunity to connect directly with delegates and their Organisations. Booths can be manned by sponsor's staff, and their location in the mingling area for all breaks will ensure ample opportunity during the conference for delegates to visit the booths.
- Banner display of the Organisation's logo as part of the Stage backdrop during the two days of the conference.

# **MAJOR NATIONAL CONFERENCE**

## **SPONSOR (continued)**

- Acknowledgments
  - In Published Conference Proceedings
  - Verbal acknowledgments throughout the Conference including during the Opening and Closing of the Conference
- Insertion of the Organisation's promotional material into delegate satchels.
- Organisation's logo on all printed AITPM material for 2003 including the Conference Program and Proceedings.
- Logo and brief statement of Organisation set out in Sponsor's booklet.
- Written acknowledgment in the AITPM Newsletter circulated to 550 members and other organisations.
- Appropriate acknowledgment on the AITPM website.
- Opportunity to address the delegates.

# ***CONFERENCE DINNER SPONSOR***

***\$5,500 (incl. GST)***

The conference dinner will be held on the evening of Thursday 25 September at the Bayside Banquet Hall of the Sydney Convention Centre. Delegates will attend the dinner and partners are also invited for the evening. The night will also include after dinner entertainment.

## **Sponsor Entitlements**

- Display of the Organisation's logo/banners during Dinner.
- The opportunity for a short presentation during the Dinner.
- Verbal acknowledgment on several occasions throughout the Dinner.
- Trade display at 50% discount.
- Exclusive rights to provide table brochures / merchandise.
- Insertion of the Organisation's promotional material in delegate satchels.
- Written acknowledgment in the AITPM Newsletter circulated to 550 members and many other organisations.
- Appropriate acknowledgment on the AITPM website.
- Logo and brief statement of Organisation set out in Sponsor's booklet.
- Two complimentary Dinner tickets.

# **LUNCHEON SPONSORS**

***\$3,300 (incl. GST)***

There are two luncheons on Thursday 25, and Friday 26 September, which will be attended by all delegates.

## **Sponsor Entitlements**

- Display of the Organisation's logo during Luncheon.
- The opportunity for a short presentation during the Luncheon.
- Exclusive rights to provide table brochures / merchandise.
- Verbal acknowledgment on several occasions throughout the Luncheon.
- Insertion of the Organisation's promotional material in delegate satchels.
- Written acknowledgment in the AITPM Newsletter circulated to 550 members and many other organisations.
- Logo and brief statement of Organisation set out in Sponsor's booklet.
- Appropriate acknowledgment on the AITPM website.
- Two complimentary Luncheon tickets.

## ***SESSION SPONSORS***

***\$2,200 (incl. GST)***

There are eight sessions over the two days of the conference. One sponsor per session is being sought.

### **Sponsor Entitlements**

- Verbal acknowledgment at the start and end of the session.
- Display of the Organisation's logo during the session.
- Written acknowledgment in the AITPM Newsletter circulated to 550 members and many other organisations.
- Appropriate acknowledgment on the AITPM website.

## ***TEA BREAK SPONSORS***

***\$1,650 (incl. GST)***

There are four tea breaks over the two days of the conference. One sponsor per tea break is being sought.

### **Sponsor Entitlements**

- Verbal acknowledgment at the end of the session immediately prior to the morning or afternoon tea break, and at the start of the session immediately following the tea break.
- Display of the Organisation's logo on the conference audio-visual screen during the tea break.
- Dedicated tables for display of the organisations brochures/merchandise during the nominated tea break.
- Written acknowledgment in the AITPM Newsletter circulated to 550 members and many other organisations.
- Appropriate acknowledgment on the AITPM website.

# TRADE DISPLAY

**\$3,300 (incl. GST)**

There are up to twenty trade display stands available for the duration of the conference. The stands will be located in a self-contained area, where morning and afternoon tea will be served. Delegates will have ample opportunity to visit the displays, which can be manned by organisation personnel.

## Trade Display Entitlements

- Trade Display Booth supplied and installed consisting of
  - *Half shell stand:* 3.0m x 2.0m floor area, 2.4m high, covered in Blue Velcro material.
  - *Fascia:* 30cm deep, finished in admiral blue velcro compatible.
  - *Lighting:* Two (2) 150 watt spotlights per stand.
  - *Stand Name:* One (1) Organisation name per stand in black vinyl lettering on a corflute backing board, maximum of 30 letters.
  - *Power:* One 240 volt power point (maximum loading of 1000 watts, 4 amps). Additional points can be provided in negotiation with the conference's trade display contractor.
- One Complimentary Conference Registration including lunches and dinner
- One additional Complimentary Conference Dinner ticket is provided to each Trade exhibitor.
- Written acknowledgment in the AITPM Newsletter circulated to 550 members and many other organisations.
- Appropriate acknowledgment on the AITPM website

*(Please note that alternative trade display booth finishes are available from our supplier. Please contact Robert Picone on 02 9218 3904 for details.)*

## ***POSTER DISPLAY***

***\$900 (incl. GST)***

Poster Display boards in the Exhibition area will be provided for Sponsors to display a succinct poster to illustrate their products, services and skills.

### **Sponsor Entitlements**

- Display Space 2.1m by 1.8m on Velcro compatible wall.
- Written acknowledgment in the AITPM Newsletter circulated to 550 members and many other organisations.



AITPM is proud to have the following Ministers as Patrons of the Institute:

- ◆ The Hon. Carl Scully MP, Minister for Transport and Roads, New South Wales
- ◆ The Hon. Peter Batchelor, MP, Minister for Transport, Victoria
- ◆ The Hon. Steve Bredhauer MLA, Minister for Transport and Main Roads, Queensland
- ◆ The Hon. Alannah MacTiernan MLA, Minister for Planning & Infrastructure, Western Australia

**For further information please contact**

**Oleg Sannikov**  
**AITPM 2003 National Conference Sponsorship**  
**Coordinator**  
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**Bondi, NSW, 2026**  
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**email o.s@tefconsult.com.au**

**2003 National Conference**

**Sponsorship Package**  
**Version 6 09/09/02**



**AUSTRALIAN INSTITUTE OF TRAFFIC PLANNING AND  
MANAGEMENT**

***SPONSORSHIP ACCEPTANCE***

**2003 NATIONAL CONFERENCE**

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**YES,** I AM INTERESTED IN BEING A SPONSOR AND WISH TO PARTICIPATE AT THE FOLLOWING LEVEL: (tick appropriate box)

- |                          |                     |              |
|--------------------------|---------------------|--------------|
| <input type="checkbox"/> | • Major Sponsor     | \$7,700..... |
| <input type="checkbox"/> | • Dinner Sponsor    | \$5,500..... |
| <input type="checkbox"/> | • Luncheon Sponsor  | \$3,300..... |
| <input type="checkbox"/> | • Session Sponsor   | \$2,200..... |
| <input type="checkbox"/> | • Tea Break Sponsor | \$1,650..... |
| <input type="checkbox"/> | • Trade Exhibitor   | \$3,300..... |
| <input type="checkbox"/> | • Poster Exhibitor  | \$900.....   |

*Prices include GST*

**NO,** I DO NOT WISH TO BE A SPONSOR, BUT I AM INTERESTED IN ATTENDING THE CONFERENCE.

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**Organisation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Facsimile:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Please return to:**

**Oleg Sannikov  
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Bondi, NSW, 2026  
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