

AITPM NATIONAL CONFERENCE

TRAFFIC &
TRANSPORT



2010

AUSTRALIAN INSTITUTE OF
TRAFFIC PLANNING AND
MANAGEMENT INCORPORATED

For more details www.aitpm.com



21 - 23 JULY
HILTON BRISBANE

NATIONAL CONFERENCE
2010 AITPM
SPONSORSHIP

CONFERENCE
AITPM



AITPM National Sponsors





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Australian Institute of Traffic Planning and Management Incorporated

SPONSORSHIP OPPORTUNITIES FOR THE 2010 NATIONAL CONFERENCE

What's New in Traffic and Transport

TO BE HELD AT:

Hilton Hotel, Brisbane
Queensland

DATE:

21-23 July 2010

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BACKGROUND OF AITPM

Traffic planning and management is an integrated activity that involves:

- Traffic engineering, land use planning, social science, economics and environmental matters
- Safe and efficient movement of people and goods

AITPM members and conference participants practice in the fields of: Engineering, Planning, Environmental sciences, Social and behavioural sciences, Law, Enforcement, Education, Insurance, Administration, and Economics.

The AITPM is a national organisation with Branches in New South Wales, South Australia, Queensland, Victoria, Western Australia, and now has over 550 individual and corporate members. Practitioners represent government agencies, local government, private consultants, academic institutions, enforcement agencies and social services.

THE AITPM NATIONAL CONFERENCE

- Brings together elected representatives, professionals and para-professionals
- Over 200 delegates attend from
 - Federal, State and Local Governments
 - Consultants
 - Universities
 - Product and service suppliers
- Held over two days
- Includes international, national and local speakers
- Provides opportunities to promote products and services
- Provides extensive networking opportunities

The Conference details and other activities can be viewed at our website: www.aitpm.com

The Conference will consist of the two day Conference on Wednesday and Thursday, 21st & 22nd July, followed by technical workshops and a study tour on Friday 23rd July. Sponsorship opportunities relate to the two day conference sessions only, and not the workshop and study tour on the Friday.

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

- The Hon Tim Pallas, Minister for Roads and Ports, Victoria
- The Hon Patrick Conlon, Minister for Transport, Minister for Infrastructure, Minister for Energy, South Australia
- The Hon Rachel Nolan, Minister for Transport, Queensland
- The Hon Craig Wallace, Minister for Main Roads, Queensland
- The Hon Michael John Daley, DipLaw MP, New South Wales
- The Hon Simon O'Brien, Minister for Transport, Disability Services, Western Australia



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The Australian Institute of Traffic Planning and Management's (AITPM) 2010 National Conference depends very much on the generosity of our sponsors. AITPM provides the best value possible to our sponsors, so as to make their investment in the Conference worthwhile. This document summarises the Sponsorship opportunities available and the entitlements accorded to each level of sponsorship.

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

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Fast Facts about AITPM

AITPM MISSION

Growing Traffic Skills and Knowledge to Deliver Sustainable Transport.

AITPM PRINCIPLES

- Provide an effective service for our membership
- Encourage practical and innovative solutions
- Encourage and assist our members to develop their skills
- Achieve strategic goals through facilitation
- Connect our members to resources, information and people
- Promote, by our actions, respect for the profession
- Challenge and promote technical debate
- Be a valuable reference point for the profession
- Be a credible reference point for the community

AITPM STRATEGIC GOALS

- Increase opportunities for and encourage member participation in Institute activities
- Develop and improve product mix, marketing and delivery
- Establish an information and public affairs process and program
- Establish a relationship management process and programs
- Establish structured educational programs and facilitate delivery
- Continue to be a forum to develop and promote technical standards for the industry
- Encourage application of world's best practice

AITPM ACTIVITIES

- Promoting informed technical and practical discussion and debate on traffic and transport matters
- Presentation of the pre-eminent annual traffic planning and management conference in Australia
- Conducting technical meetings and seminars at state branch level to provide opportunities for all members to meet and discuss common interests
- Presentation of a series of regional seminars to provide members and practitioners in provincial centres with an opportunity to meet and exchange topical ideas
- Publishing a monthly electronic newsletter, sent to all members, to stimulate discussion and exchange of views and to keep members informed of technical developments and activities in all Branches
- Presentation and management of the Institute's website: www.aitpm.com

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Sponsorship Opportunities

An extensive range of sponsorship opportunities is provided throughout the conference, which provides an excellent opportunity to promote your organisation's products and services.

There are various levels of sponsorship to suit your needs. Some of these are exclusive to provide your organisation with a high level of exposure 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 by becoming an official 2010 AITPM National Conference Sponsor.

In summary, the various levels of sponsorship available are:

Categories	Sponsorship Options	Availability	Cost (plus GST)
Major Sponsorships	Gold Sponsor	Multiple	Negotiable
	Silver Sponsor	Multiple	\$10,000
	Bronze	Multiple	\$7,000
Session Sponsorships	Conference Dinner	1	\$7,000
	Welcome Cocktail Party	1	Negotiable
	Luncheon (stand up)	1	\$3,000
	Luncheon (sit down)	1	\$4,500
	Session	8	\$1,500
	Tea Break	4	\$1,500
	Breakfast	1	Negotiable
Trade Sponsorships	Trade Display	20	\$3,500
	Poster Display	18	\$800

Details on each of the categories are given on the following pages. Further, information on packaging options and discounts available via the various levels of sponsorship are also outlined for each sponsorship level.

For further information, please contact:

Justin Jahnke
2010 AITPM National Conference Sponsorship Coordinator
Department of Transport and Main Roads

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National Conference Gold Sponsors [\$Negotiable]

The Gold Sponsors are considered the key sponsors for the Conference and will experience the highest level of exposure throughout the event. These sponsors will have the opportunity to negotiate a package to suit their needs. Some suggestions of what Sponsorship entitlements for our Gold Sponsors may include are as follows:

- Prominent logo display in all areas of the conference venue – key logo in main plenary room
- Prominent trade display/booth, with first preference of available sites. The size of each standard trade display/booth is three metres by three metres but the Gold Sponsor can negotiate a size to suit their needs. These are dedicated to the sponsor's merchandise and provide the opportunity to connect directly with delegates and their Organisations. Booths may be attended by the sponsor's staff, and their prominent location will ensure maximum opportunity for delegates to visit during the conference.
- Present a short keynote address during the conference
- Opportunity for one conference session dedicated to your company and provision of prominent speakers for that session
- Organisation's logo on all printed AITPM material for the 2010 Conference including Registration Brochures, Programs and as part of the stage backdrop in the plenary room throughout the two day conference and training workshop
- Acknowledgments in lead-up to and throughout conference, including the conference proceedings
- Multiple complimentary registrations (negotiable)
- Additional dinner tickets (negotiable)
- Prominent exposure to media via radio interviews etc
- Material in conference satchels

Please note that AITPM would be pleased to consider any other initiatives that would benefit your organisation.

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National Conference Silver Sponsors [\$10,000 PLUS GST]

The Silver Sponsorship package provides value for money with high levels of exposure. Silver Sponsors are provided with a number of opportunities to attract potential clients and demonstrate skills and experience.

The National Conference Silver Sponsors will join existing AITPM National Sponsors who have committed to a long term sponsorship of the Institute. The National Conference Silver Sponsors will be acknowledged in the lead up to and throughout the Conference.

SPONSOR ENTITLEMENTS

- Display booth 3m x 3m. These are dedicated to the sponsor's merchandise and displays and provide the opportunity to connect directly with delegates and their organisations. Booths may be attended by the sponsor's staff, and their prominent location will ensure maximum opportunity for delegates to visit during the conference.
- Organisation's logo on all printed AITPM material for the Conference, including the Conference Program and Proceedings and as part of the stage backdrop in the plenary room throughout the two day conference
- Acknowledgements
 - In Published Conference Proceedings
 - Verbal acknowledgments throughout the Conference including the opening and closing addresses
- Insertion of the Organisation's promotional material into delegate satchels
- Two complimentary registrations
- Discounts of up to 30% on other Conference products (subject to availability, and excludes Conference Dinner and Lunches)

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National Conference Bronze Sponsors [\$7,000 PLUS GST]

The Bronze Sponsorship package provides the flexibility of choice of sponsorship opportunities to attract potential clients and demonstrate skills and experience.

SPONSOR ENTITLEMENTS

National Conference Bronze Sponsors have the choice of three of the following five sponsorship opportunities:

- Display booth 3m x 3m. These are dedicated to the sponsor's merchandise and displays and provide the opportunity to connect directly with delegates and their organisations. Booths may be attended by the sponsor's staff, and their prominent location will ensure maximum opportunity for delegates to visit during the conference.
- Organisation's logo on all printed AITPM material for the Conference, including the Conference Program and Proceedings and as part of the stage backdrop in the plenary room throughout the two day conference
- Acknowledgements
 - In Published Conference Proceedings
 - Verbal acknowledgments throughout the Conference including the opening and closing addresses
- Insertion of the Organisation's promotional material into delegate satchels
- One complimentary registration

In addition to the above, discounts of up to 20% on other Conference products (subject to availability, and excludes Conference Dinner and Lunches)

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National Conference Dinner Sponsor [\$7,000 PLUS GST]

Conference dinner tickets are much sought after by both delegates and non-delegates alike. This event provides an ideal networking opportunity and provides a high level of exposure for the sponsor to those attending.

The conference dinner will be held on the evening of Wednesday 21st July at the Hilton Hotel. 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 the dinner and festivities
- Seating at a VIP table, with the dinner sponsor able to identify people to be invited from the conference attendance list
- The opportunity for a short presentation during the dinner
- Verbal acknowledgment on several occasions throughout the dinner
- Exclusive rights to provide table brochures and other promotional merchandise
- Insertion of the organisation's promotional material in delegate satchels
- Two complimentary dinner tickets

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Welcome Cocktail Party Sponsor [\$Negotiable]

The cocktail party represents one of the premier events in the conference program. As the opening event, it has traditionally attracted eminent local dignitaries from political leaders to senior officials of state and local government. It is the intention of AITPM to continue this successful event through invitations to prominent local individuals.

The Welcome Party for Conference delegates will be held after 5pm on the evening prior to the Conference opening, Tuesday 20th July. One sponsor is being sought.

SPONSOR ENTITLEMENTS

- Display of the Organisation's logo/banners during the Cocktail Party
- The opportunity for a short presentation during the Cocktail Party
- Exclusive rights to provide table brochures and other promotional merchandise
- Verbal acknowledgment on several occasions throughout the Cocktail Party
- Insertion of the Organisation's promotional material in delegate satchels
- Two complimentary Cocktail Party tickets

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Luncheon Sponsors

There are two opportunities to sponsor luncheons: a stand-up luncheon on Wednesday 21st July and a sit down luncheon on Thursday 22nd July. The luncheons will be attended by all delegates. Whilst the stand up luncheon will provide maximum opportunities for networking, the sit down lunch will offer an excellent opportunity to provide delegates with additional brochure/merchandise. Both Luncheon Sponsors will be given the opportunity to provide a short presentation during their lunch.

Luncheon 1: Stand up

[\$3,000 PLUS GST]

SPONSOR ENTITLEMENTS

- Display of the Organisation's logo/banners during the Luncheon
- The opportunity for a short informal presentation during the Luncheon
- Verbal acknowledgment on several occasions throughout the Luncheon
- Dedicated tables for display of the organisation's brochures and other promotional merchandise during the lunch
- Two complimentary Luncheon tickets

Luncheon 2: Sit down

[\$4,500 PLUS GST]

SPONSOR ENTITLEMENTS

- Display of the Organisation's logo/banners during the Luncheon
- The opportunity for a short formal presentation during the Luncheon
- Seating at VIP Table, sponsor to identify delegates for table
- Exclusive rights to provide table brochures and other promotional merchandise
- Insertion of the Organisation's promotional material in delegate satchels
- Verbal acknowledgment on several occasions throughout the Luncheon
- Two complimentary Luncheon tickets

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Session Sponsors [\$1,500 PLUS GST]

Session topics will provide sponsors with the opportunity to align themselves with a particular area of expertise. The exposure of the session is to a smaller, more targeted audience since those delegates attending would be more likely to require the services and skills of the particular session sponsor.

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

SPONSOR ENTITLEMENTS

- Display of the Organisation's logo at the beginning and end of the session
- Acknowledgement of the sponsor at the beginning of the session
- Dedicated tables for display of the organisation's brochures and other promotional merchandise as delegates enter plenary room
- Verbal acknowledgment at the end of the session



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Tea Break Sponsors [\$1,500 PLUS GST]

Tea and coffee breaks provide excellent networking opportunities and an ideal, cost-effective opportunity to expose delegates to your organisation.

There are four tea/coffee breaks over the two days of the conference and are held in the trade display area.
One sponsor per tea/coffee 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/coffee break
- The opportunity for a short informal presentation during the tea/coffee break
- Dedicated tables for display of the organisation's brochures and other promotional merchandise during the nominated tea/coffee break

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Trade Display [\$3,500 PLUS GST]

The trade displays are the most interactive form of advertisement your organisation can achieve, providing the opportunity for direct access to delegates over the duration of the conference. It provides your organisation with an excellent opportunity to discuss the details of your products or services with delegates.

There are up to twenty trade display stands available. The trade area is the most prominent and used area located at the heart of the conference. It is where the welcome cocktail party, morning and afternoon tea and coffee breaks will be held. Delegates will have ample opportunity to visit the displays, which may be attended by your organisation's personnel.

TRADE DISPLAY ENTITLEMENTS

- One complimentary Conference Registration including lunches (2) and dinner
- One additional complimentary Conference Dinner ticket is provided to each Trade exhibitor
- Trade Display Booth supplied and installed consisting of
 - Half shell stand:
3.0m x 3.0m floor area, 2.4m high, covered in Velcro compatible material
 - Fascia Sign:
One company name per stand in computer cut vinyl standard style letters
 - Lighting:
Two 120 watt spotlights per stand
 - Power:
One single power point per stand (maximum loading of 1200 watts, 5 amps).
Additional points can be provided through negotiation with the conference's trade display contractor

Further refinements and items can be arranged directly with the trade suppliers to ensure your specific needs are met.

Sponsors taking up trade displays will also receive a 20% discount on either Tea Break or Session Sponsor activities as an opportunity to increase the exposure of the trade display.

Should any sponsors have requirements for larger booths (i.e. larger than 3m x 3m) they are invited to speak to the sponsorship coordinator regarding price and availability.

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Poster Display [\$800 PLUS GST]

The Poster Displays are one of the simplest, cost effective ways to present your message, on high impact colour boards.

Positioned within the trade display area, the delegates will see these displays regularly throughout the conference.

Poster Display boards 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



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Breakfast Sponsor [\$Negotiable]

An informal breakfast will be held at 8am on Thursday 22nd July prior to the second conference day. Sponsorship of the breakfast provides excellent promotional and networking opportunities.

SPONSOR ENTITLEMENTS

- Display of the Organisation's logo/banners during the Breakfast
- The opportunity for a short informal presentation during the Breakfast
- Verbal acknowledgment on several occasions throughout the Breakfast
- Dedicated tables for display of the organisation's brochures and other promotional merchandise during the breakfast

For further information on any aspect of the sponsorship for the **AITPM 2010 National Conference in Brisbane** to be held on 21-23 July at the Hilton Hotel, please contact:

Justin Jahnke

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Department of Transport and Main Roads

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