



AUSTRALIAN INSTITUTE OF
TRAFFIC PLANNING AND
MANAGEMENT INCORPORATED



MAKING CONNECTIONS

NATIONAL CONFERENCE

People, Places, Goods and Services

08

SPONSORSHIP

2008 AITPM National Conference
Perth Convention and Exhibition Centre
4–5 September

AITPM National Sponsors:



Astucia
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Australian Institute of Traffic Planning and Management Incorporated

SPONSORSHIP OPPORTUNITIES FOR THE 2008 NATIONAL CONFERENCE

Making Connections

TO BE HELD AT

**Perth Convention and Exhibition Centre,
Western Australia**

Date: 4–5 September 2008

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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 be preceded with technical workshops and site visits on 3 September. These will be held at an separate venue.

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

- The Hon. Alannah MacTiernan MLA, Minister for Planning and Infrastructure, Western Australia
- The Hon. Tim Pallas, Minister for Roads and Ports, Victoria
- The Hon. John Watkins MP, Deputy Premier, Minister for Transport, Minister for Finance, New South Wales
- The Hon Patrick Conlon, Minister for Transport, Minister for Infrastructure, Minister for Energy, South Australia
- The Hon John Mickel, Minister for Transport, Queensland
- The Hon Warren Pitt, Minister for Main Roads, Queensland



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The Australian Institute of Traffic Planning and Management's (AITPM) 2008 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 worlds' 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 in Making Connections by becoming an official 2008 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
	Major Sponsor	Multiple	\$10,000
Session Sponsorships	Conference Dinner	1	\$7,000
	Welcome Cocktail Party	1	Negotiable
	Luncheon (sit down)	1	\$4,000
	Luncheon (stand up)	1	\$2,000
	Breakfast	1	Negotiable
	Session	12	\$1,000
Trade Sponsorships	Tea Break	4	\$1,500
	Trade Display	20	\$3,000
	Poster Display	18	\$800

Details on each of the categories are given on the following pages.

For further information, please contact:

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2008 AITPM National Conference Sponsorship Coordinator
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or

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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 Sponsor Entitlements may include for our Gold Sponsors 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 two 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 can be attended by the 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
- 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 2008 Conference including Registration Brochures, Programs and including banner displays on stage throughout the two day conference
- Acknowledgments in lead up to and throughout conference, including the conference proceedings
- Multiple complimentary registrations (negotiable)
- Additional dinner tickets (negotiable)
- Prominent exposure to media by radio interviews etc
- Material in satchels

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

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

The Major Sponsor packages provide value for money with high levels of exposure without breaking the bank. The Major Sponsors are provided with a number of opportunities to attract potential clients and demonstrate skills and experience.

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

SPONSOR ENTITLEMENTS

- Display booth 3m x 2m. These are dedicated to the sponsor's merchandise and displays and provide the opportunity to connect directly with delegates and their organisations. Booths can be attended 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
- Organisation's logo on all printed AITPM material for the Conference, including the Conference Program and Proceedings, including banner display of the Organisation's logo as part of the stage backdrop during the two days of the conference
- 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
- Discounts on other Conference products (subject to availability, excludes Conference Dinner and Lunches)
- Two complimentary registrations

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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 of the sponsor to those attending.

The conference dinner will be held on the evening of Thursday 4 September at the Perth Convention and Exhibition 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 the dinner and festivities
- VIP table, dinner sponsor to identify people to be invited
- 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 of the conference. 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, Wednesday 3 September. One sponsor is being sought.

SPONSOR ENTITLEMENTS

- Display of the Organisation's logo 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
- Opportunity to use the plasma displays for promotional material



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Luncheon Sponsors

There are two opportunities to sponsor luncheons: a stand-up luncheon on Thursday 4 September and a sit down luncheon on Friday 5 September. The luncheons will be attended by all delegates. Whilst the stand up luncheon will provide maximum opportunities for networking, the sit down lunch will provide an opportunity to provide delegates with additional brochure/merchandise. Both Luncheon Sponsors will be given the opportunity to provide a short presentation during the lunch, although the sit down lunch will have greater exposure.

Luncheon 1: Sit down [\$4,000 PLUS GST]

SPONSOR ENTITLEMENTS

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

Luncheon 2: Stand up [\$2,000 PLUS GST]

SPONSOR ENTITLEMENTS

- Display of the Organisation's logo during the Luncheon
- The opportunity for a short presentation during the Luncheon
- Verbal acknowledgment on several occasions throughout the Luncheon
- Insertion of the Organisation's promotional material in delegate satchels
- Two complimentary Luncheon tickets

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Breakfast Sponsor [\$Negotiable]

An informal breakfast will be held at 8am on Friday 5 September prior to the commencing of the plenary session. The sponsorship of the breakfast provides excellent promotional and networking opportunities.

SPONSOR ENTITLEMENTS

- Display of the Organisation's logo during the Breakfast
- The opportunity for a short presentation during the Breakfast
- Verbal acknowledgment on several occasions throughout the Breakfast
- Insertion of the Organisation's promotional material in delegate satchels



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Session Sponsors [\$1,000 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 as those delegates interested in the topic would be more likely to require the services and skills of that 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 during the session
- Acknowledgement of the sponsor at the beginning of the session
- Insertion of the Organisation's promotional material in delegate satchels
- 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 a wonderful, cost-effective opportunity to expose delegates to your organisation.

There are four tea/coffee breaks over the two days of the conference. 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
- Dedicated tables for display of the organisation's brochures and other promotional merchandise during the nominated tea/coffee break
- Insertion of the Organisation's promotional material in delegate satchels

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Trade Display [\$3,000 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 stand up lunch, the breakfast and morning and afternoon tea and coffee breaks will be held. Delegates will have ample opportunity to visit the displays, which are attended by your organisation's personnel.

TRADE DISPLAY ENTITLEMENTS

- One complimentary Conference Registration including lunches 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 2.0m 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.

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Poster Display [\$800 PLUS GST]

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

Positioned along the main corridor accessing the presentation rooms the delegates will pass these sites regularly throughout the conference.

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

For further information on any aspect of the sponsorship for the **AITPM 2008 National Conference in Perth**, to be held on *4-5 September* at the *Perth Convention and Exhibition Centre*, please contact:

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