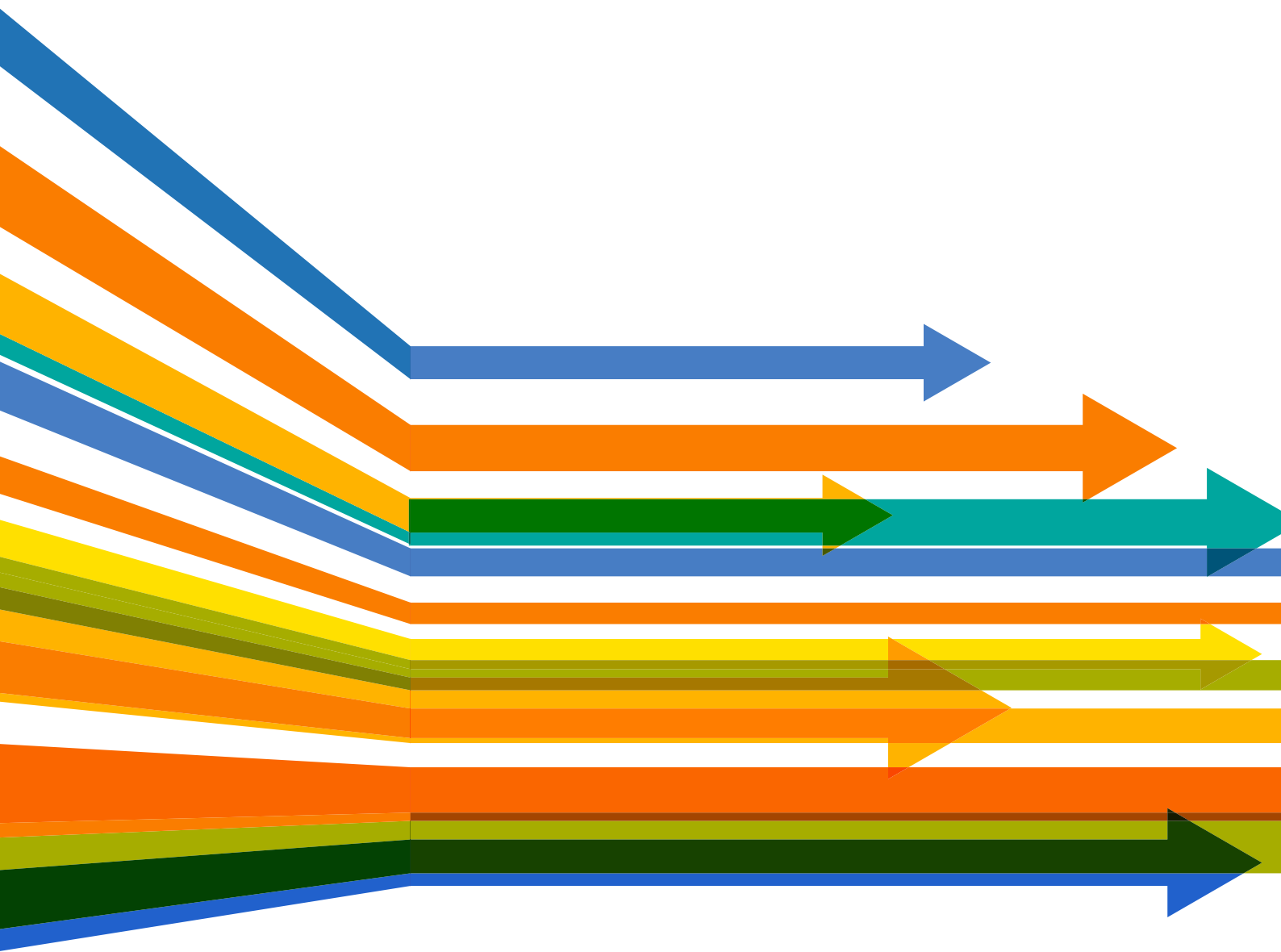




# **SPONSORSHIP PROSPECTUS**



# NAVIGATING TOGETHER TOWARDS SHARED TRANSPORT GOALS

The 2024 AITPM National Conference aims to:

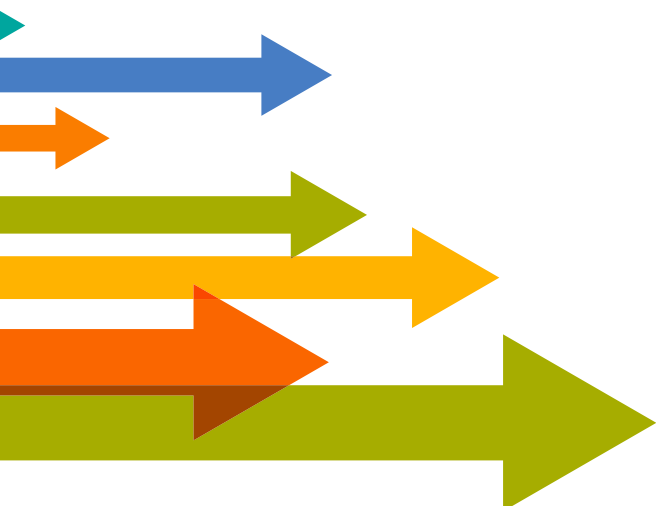
- Provide a forum to share, explore and debate technical knowledge, the latest research and industry innovations;
- Bring people together and provide positive opportunities for members and delegates to build professional networks;
- Represent, engage, integrate, and promote diversity and inclusion in our industry;
- Cultivate fresh thinking and collaborative multi-generational and multidisciplinary approaches; and
- Provide an engaging platform for industry to come together to address challenges, share insights, and seize opportunities for collective progress.

The return of the conference to Western Australia (WA) provides the opportunity to reflect on our vast landscapes, unique transportation settings, and the critical nature of connecting our regions to support the prosperity of our nation and communities. Transport systems from the local, to regional and national scale will be on the agenda as our transport community grapples with the challenges and opportunities of decarbonisation, resilience, societal change, and major disruptors. The brightest from within our industry and thought leading provocateurs from outside it will get our delegates buzzing with the possibilities for achieving change.

Our industry's technical minds will be showcasing their thinking and achievements, to continue to build the body of professional knowledge that binds the transport community and helps us achieve shared goals.

Whilst the conference will encourage discussion on a diverse range of transport topics, the conference programme will be centred around focus areas shaped by industry feedback currently being collated. There will be broad ranging opportunities to present on and/or facilitate and participate in interactive sessions (panels, debates, workshops, tours and more) on these topics, with an emphasis on fostering discussions on innovative, widely applicable approaches to progressing shared goals.

We are seeking to align with sponsors who can contribute to and support the advancement of our theme, and of the broader transport community. Focus areas will be confirmed early 2024 and an updated prospectus circulated.





## ABOUT US

AITPM is the leading national membership association for all transport professionals who plan, design, engineer, deliver, operate, manage, measure, and support Australia's transport systems.

Our network of more than 6,000 industry professionals and practitioners, work within all levels of government, consultancy, the private sector and academia in areas of practice including:

- Transport Planning
- Traffic Engineering
- Transport and Land Use Modelling
- Active Transport
- Transport Policy
- Road Safety
- Traffic/Transport Research
- Intelligent Transport Systems
- Road Design
- Traffic management.

AITPM is a national organisation with branches in New South Wales/ACT, South Australia, Queensland, Victoria/Tasmania, and Western Australia. With memberships over 2200, and a reach of more than 6000, the Institute boasts an extensive network and a wealth of knowledge, which provide a valuable reference point for both the profession and the community. We aim to provide leadership to the industry by:

- building knowledge and skills,
- enabling the exchange and development of ideas,
- encouraging and participating in research and
- providing a meeting place for industry practitioners.

The National Conference is the leading transport event in Australia and has an unrivalled reputation for allowing delegates to meet and discuss ideas, broaden their knowledge, and form connections with other professionals in the industry. We are focused on providing excellent networking opportunities and the opportunity to showcase your organisation's knowledge, products and services.

## WELCOME TO AITPM NATIONAL CONFERENCE 2024

AITPM is excited to be heading west for the AITPM National Conference in Perth on 12 – 14 August 2024. Being hosted at the Crown Perth, this Conference will foster a strongly collegiate atmosphere, including our Welcome Cocktail Event on the Crown Terrace on Monday 12th, followed by the Gala Dinner celebrations at the spectacular Optus Stadium on Tuesday the 13th.

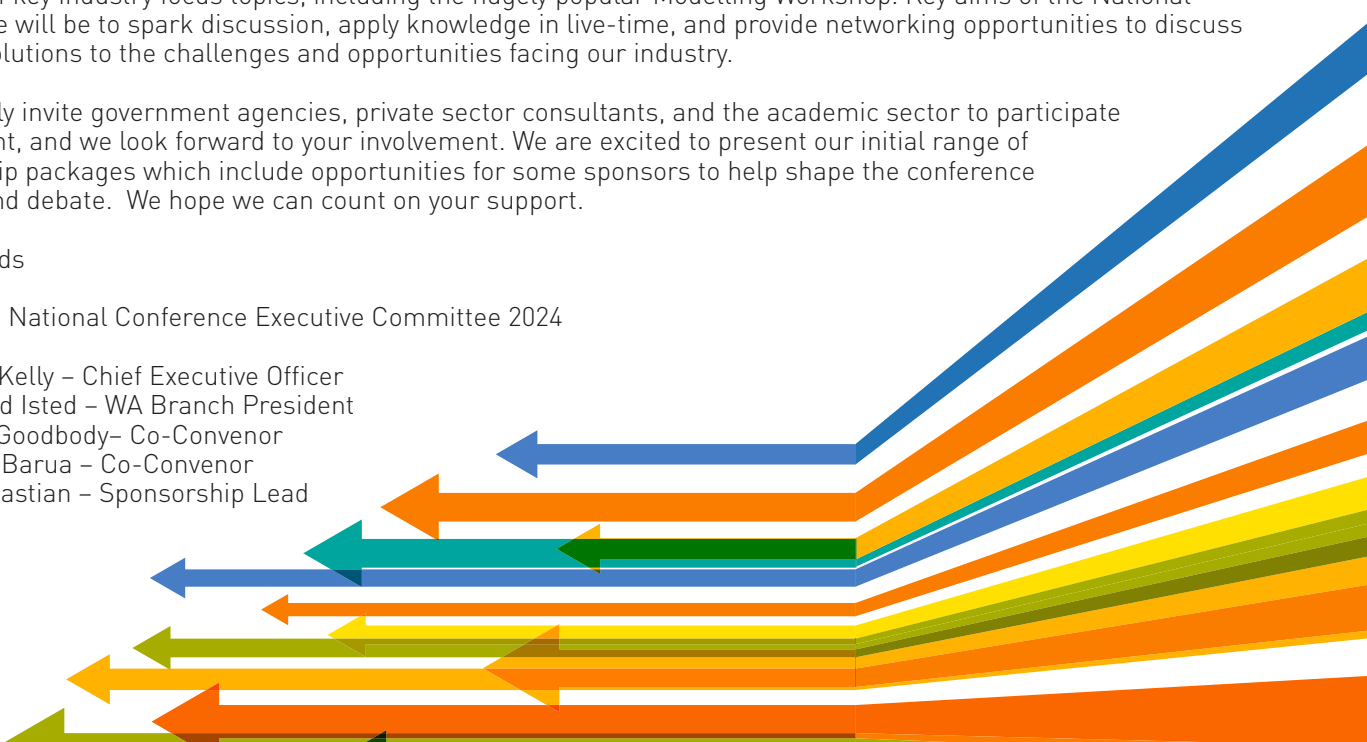
Our National Conference Delivery Team for Perth 2024 is designing a programme of keynote speakers, leading thinkers, panels, interactive sessions, and technical presentations that will focus on generating discussion and debate on key topics. This will be supplemented by opportunities to engage in workshops on topical areas of practice and deep dive sessions of key industry focus topics, including the hugely popular Modelling Workshop. Key aims of the National Conference will be to spark discussion, apply knowledge in live-time, and provide networking opportunities to discuss tangible solutions to the challenges and opportunities facing our industry.

We cordially invite government agencies, private sector consultants, and the academic sector to participate in this event, and we look forward to your involvement. We are excited to present our initial range of sponsorship packages which include opportunities for some sponsors to help shape the conference content and debate. We hope we can count on your support.

Kind regards

The AITPM National Conference Executive Committee 2024

- Kirsty Kelly – Chief Executive Officer
- Richard Isted – WA Branch President
- Fiona Goodbody – Co-Convenor
- Manoj Barua – Co-Convenor
- Vern Bastian – Sponsorship Lead



# THE AITPM NATIONAL CONFERENCE – OUR FLAGSHIP EVENT

The National Conference is the leading event in Australia for transport professionals and has an unrivalled reputation for allowing delegates to meet and discuss ideas, broaden their knowledge, and form connections with other professionals in the industry.

Official proceedings of the National Conference are held over three days, featuring international, national and local speakers, panel discussions and interactive sessions. The 2024 National Conference will be held across the iconic Perth venues of Optus Stadium and the Crown, from the 12 – 14 August 2024.

It is anticipated that over 350 delegates will attend the conference, providing excellent networking opportunities and prospects to showcase your organisation's knowledge, products and services.

Our conference layout is broken into two components, these being:

- Presentations, Interactive Sessions, Trade Booths and Networking: These days will be predominantly (but not solely) focussed on presentations by selected delegates through a traditional abstract selection process across three rooms, as well as interactive sessions determined through an EOI process to be run as a twin process to abstracts. Some of the sessions will be curated specifically around key topics, whilst other sessions will have speaking and facilitation opportunities for a range of speakers on general transport topics. We will also have plenary sessions with keynote speakers. Additionally, we will have interspersed activities – such as (but not limited to) panel discussions or debates – on key topics designed for more interactions with keynote and other specialist speakers.
- Workshop Day – in which there will be several specific topics workshopped. This will include the ever-popular Transport Modelling Workshop, as well as two additional workshops (topics to be confirmed by February 2024). These workshops will be open to suggestions for field trips, tours, gamified activities, and other participatory sessions on diverse topics.

## SPONSORSHIP OPPORTUNITIES

A range of sponsorship opportunities are available to promote your products and services, while also demonstrating your company's interest in and commitment to professional development of the range of disciplines within the transport community.

Details of the sponsorship levels and its benefits are outlined in this prospectus. AITPM would be pleased to consider any other initiatives of mutual benefit, including sponsorships of interactive sessions during the conference days. We can design a bespoke sponsorship opportunity specific to your organisation's budget and goals.

To discuss sponsorship opportunities please contact:

Kirsty Kelly  
AITPM Chief Executive Officer  
M: 0408 187 128  
conference@aitpm.com.au

Vern Bastion  
Sponsorship Lead  
M: 0419 903 366  
E: vbastian@metrocount.com



# CONFERENCE PACKAGES

## GOVERNMENT - \$40,000, one available

The highest level of sponsorship and will receive an outstanding level of exposure through the event. The sponsors will have the opportunity to negotiate a package.

## PREMIUM INDUSTRY - \$30,000, one available

One of the major sponsors for the Conference and will receive a very high level of exposure throughout the event, including the highly visible conference lanyards.

## LEADERSHIP PLATFORM - GRAND BALLROOM BREAKOUT - \$15,000, one available

This package provides value for money with high levels of exposure as the sponsor for the largest conference room (The Grand Ballroom) during two days for breakout sessions. This includes the opportunity to chair one of the sponsored sessions and a trade booth.

## KNOWLEDGE EXCHANGE - ASTRAL ROOM BREAKOUTS - \$10,000, two available

This package provides value for money with high levels of exposure as the sponsor for one of the two breakout rooms (Austral Rooms) during two days for breakout sessions. This includes the opportunity to chair one of the sponsored sessions and a trade booth.

## CLOSING PLENARY FACILITATOR - \$10,000, one available

This is an opportunity to sponsor the final session of the conference which will be a plenary session including a sponsor provided facilitator and panel discussion with key speakers from the conference to tie together and reflect on the themes of the conference. A great opportunity for exposure to a larger audience and opportunity to make recommendations for a facilitator.

## RESEARCH/ACADEMIC - \$5,000, three available

This package is for research or academic organisations. This sponsor will have the opportunity to participate in a panel session.

## INTERNATIONAL KEYNOTE + SPEAKER TOUR - Price TBC - \$10-15,000 per speaker

The opportunity to partner with AITPM to sponsor a keynote speaker to travel to the conference, and to engage in a speaker tour of other capital cities.



	Government	Premium Industry	Leadership Platform - Ballroom Breakout	Knowledge Exchange - Austral Room Breakouts	Closing Plenary Facilitator	Research/ Academic
Number available	1	1	1	2	1	4
Price - ex GST	\$40,000	\$30,000	\$15,000	\$10,000	\$10,000	\$5,000
Complimentary registration 3 day full registration including modelling workshop and dinners (excluding tours)	10	7	2	1	1	0
Sponsor rate registration for conference, social and optional – 40% off non-member rate	✓	✓	✓	✓	✓	✓
Complimentary trade booth space allocation	1	2	1	1		25% off trade booth
Discount of 10% (up to a limit of \$3000) on other conference sponsorship products including trade booths	✓	✓	✓	✓	✓	✓
Opportunity to provide a speaker to participate in a panel session <sup>1</sup>	✓	✓	✓	✓	✓	✓
Sponsored session – opportunity to give promotional speech or video <sup>2</sup>	5 min	3 min	2 min	2 min	2 min	2 min
Sponsored session / activity – Ability to put up display banner/branding during appropriate session / location – sponsor to provide and manage	Max 6 banners	Max 6 banners	2 in room	1 in room	1 in room	
Other inclusions	Suitable representative to speak in plenary session	Lanyard branding				

1 – Speaker for panel session must be proposed to and approved by committee prior to 15 March 2024 and must align with one of the topics outlined on page 2 of this prospectus.

2 – For the Video to be included, a working version should be provided before 1 May 2024



# NETWORKING PACKAGES

## CONFERENCE DINNER - \$20,000, one available

This package gives the sponsor great exposure at AITPM's premium networking event of the event each year, including a speaking opportunity and dinner tables. As part of this, Optus Stadium will exclusively display that sponsor's name, along with AITPM branding on the stadium's electronic signage.

## WELCOME SUNDOWNER - \$15,000, one available

This package gives the sponsor great exposure at the opening networking event of the conference. Taking place in the Ballroom Foyer and Crown Terrace overlooking Optus Stadium, this relaxed networking event will provide speaking opportunity at the end of the day 1 plenary to welcome delegates to the sundowner session.

## CLOSING DRINKS - \$5,000, one available

Once the conference has finished delegates will have the opportunity to meet at an adjacent venue to enjoy some drinks and nibbles. This package allows the sponsor to be recognised by the industry for their support and to help encourage further discussion of the conference themes.

## EMERGING PROFESSIONAL NETWORKING BREAKFAST - (Day 2) - \$5,000, one available

Support the future of the transport community with this networking breakfast dedicated to the Emerging Professionals Network. We encourage this sponsor to work with us to enhance the breakfast experience and attract a higher level of exposure.

## BREAKFAST - (Day 3) - \$2,000, one available

This provides excellent networking opportunities and a wonderful, cost-effective opportunity to expose delegates to your company. We encourage this sponsor to work with us to enhance the breakfast experience and attract a

## MORNING & AFTERNOON TEA BREAKS - (total of six tea breaks) - \$6,000, one available

This package provides excellent networking opportunities and a wonderful, cost-effective opportunity to expose delegates to your company.

## STAND-UP LUNCH - \$2,500, three available

This package enables a sponsor the chance to engage in the event and includes the potential to provide some interactive entertainment to make the lunch break memorable, to be paid by the sponsor.

## BARISTA SPONSOR - \$5,000, one available

An excellent opportunity to be the most popular sponsor at the conference, providing free barista style coffee to all delegates across all 3 days and increasing the brand awareness for your organisation. This includes the brand awareness opportunity only. The cost of the coffee cart, coffee, and associated supplies to be paid by the sponsor.



	Welcome Sundowner	Conference Dinner	Closing Drinks	Emerging WP Professionals Networking Breakfast (day 2)	Breakfast (Day 3)	Morning & Afternoon Tea Breaks (3 days)	Stand Up Lunch	Barista (3 days)
Number available	1	1	1	1	1	1	3	1
Price - ex GST	\$15,000	\$20,000	\$5,000	\$5,000	\$2,000	\$6,000	\$2,500	\$5,000
Complimentary registration 3 day full registration including modelling workshop and dinners (excluding tours)	2	3	1	1		1		
Sponsor rate registration for conference, social and optional - 40% off non-member rate	✓	✓	✓	✓		✓		✓
Complimentary trade booth space allocation		1						
Discount of 10% (up to \$3000) on other conference sponsorship products including trade booths	✓	✓	✓	✓		✓		
Sponsored session - opportunity to give promotional speech or video <sup>2</sup>	3 min	5 min						
Sponsored session / activity - Ability to put up display banner/branding during appropriate session / location - sponsor to provide and manage	4 in networking area	4 in room plus branding on tables	2 at venue	2	2	2	2	1
Other inclusions	Promotional speech can be conducted in session, immediately prior to the networking session	Exclusive use of digital display signage (with AITPM logo and conference logo) around Optus stadium at sponsor's cost. 2 x tables of 10 at the conference dinner						

# WORKSHOP PACKAGES

## PREMIUM MODELLING WORKSHOP - \$12,500, one available

The major Modelling Partner package will provide sponsors with the opportunity to demonstrate their leadership in the field of modelling through their support of the workshop, but also with engagement in the main conference. The opportunity to present in a session during the 3 days is available, along with a trade booth.

## MODELLING WORKSHOP - \$3,000, four available

The Modelling Workshop package will provide sponsors with the opportunity to support the field of modelling and showcase their expertise. The exposure of the session is to a more targeted modelling focused audience. The opportunity to chair a session is available and is encouraged.

## PREMIUM THINKTANK- \$10,000, one available

The major Thinktank Partner package will provide sponsors with the opportunity to demonstrate their leadership on a chosen topic through their support of the workshop, but also with engagement in the main conference. The opportunity to present in a session during the 3 days is available, along with a trade booth.

## THINKTANK - \$2,500, four available


The Thinktank package will provide sponsors with the opportunity to support and showcase their expertise on the Thinktank topic (which will be confirmed by February 2024). The exposure of the session is expected to be to a transport planning audience. The opportunity to chair a session is available and is encouraged.

## PREMIUM TRANSPORT WORKSHOP - \$10,000, one available

The major Transport Workshop Partner package will provide sponsors with the opportunity to demonstrate their leadership in a selected field through their support of the workshop, but also with engagement in the main conference. The opportunity to present in a session during the 3 days is available, along with a trade booth.

## TRANSPORT WORKSHOP - \$2,500, four available

The Transport Workshop package will provide sponsors with the opportunity to support and showcase their expertise on the chosen workshop topic (to be confirmed by February 2024). The exposure of the session is to a more targeted focused audience. The opportunity to chair a session is available and is encouraged.

	Premium Modelling Workshop	Modelling Workshop	Premium Thinktank	Thinktank	Premium Transport Workshop	Transport Workshop
Number available	1	4	1	4	1	4
Price exc GST	\$12,500	\$3,000	\$10,000	\$2,500	\$10,000	\$2,500
Complimentary registration 3 day full registration including modelling workshop and dinners (excluding tours)	1 Modelling Workshop, 1 full National Conference	1 Modelling Workshop	1 for workshop, 1 full National Conference	1 for workshop	1 for workshop, 1 full National Conference	1 for workshop
Sponsor rate registration for conference, social and optional – 40% off non-member rate	✓	✓	✓	✓	✓	✓
Complimentary trade booth space allocation	✓		✓		✓	
Discount on trade booth		10%		10%		10%
Discount on 10% (up to a limit of \$3000) on other conference sponsorship products	✓		✓		✓	
Opportunity to provide a speaker to participate in a panel session <sup>1</sup>	✓		✓		✓	
Sponsored session – opportunity to give promotional speech or video (max 3 minutes) <sup>2</sup>	✓		✓		✓	
Sponsored session / activity – Ability to put up display banner/branding during appropriate session / location – sponsor to provide and manage	2 in room		2 in room		2 in room	



# TRADE BOOTHS - \$5,500

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

There are approximately 20 trade display booths available over the full 3 days.

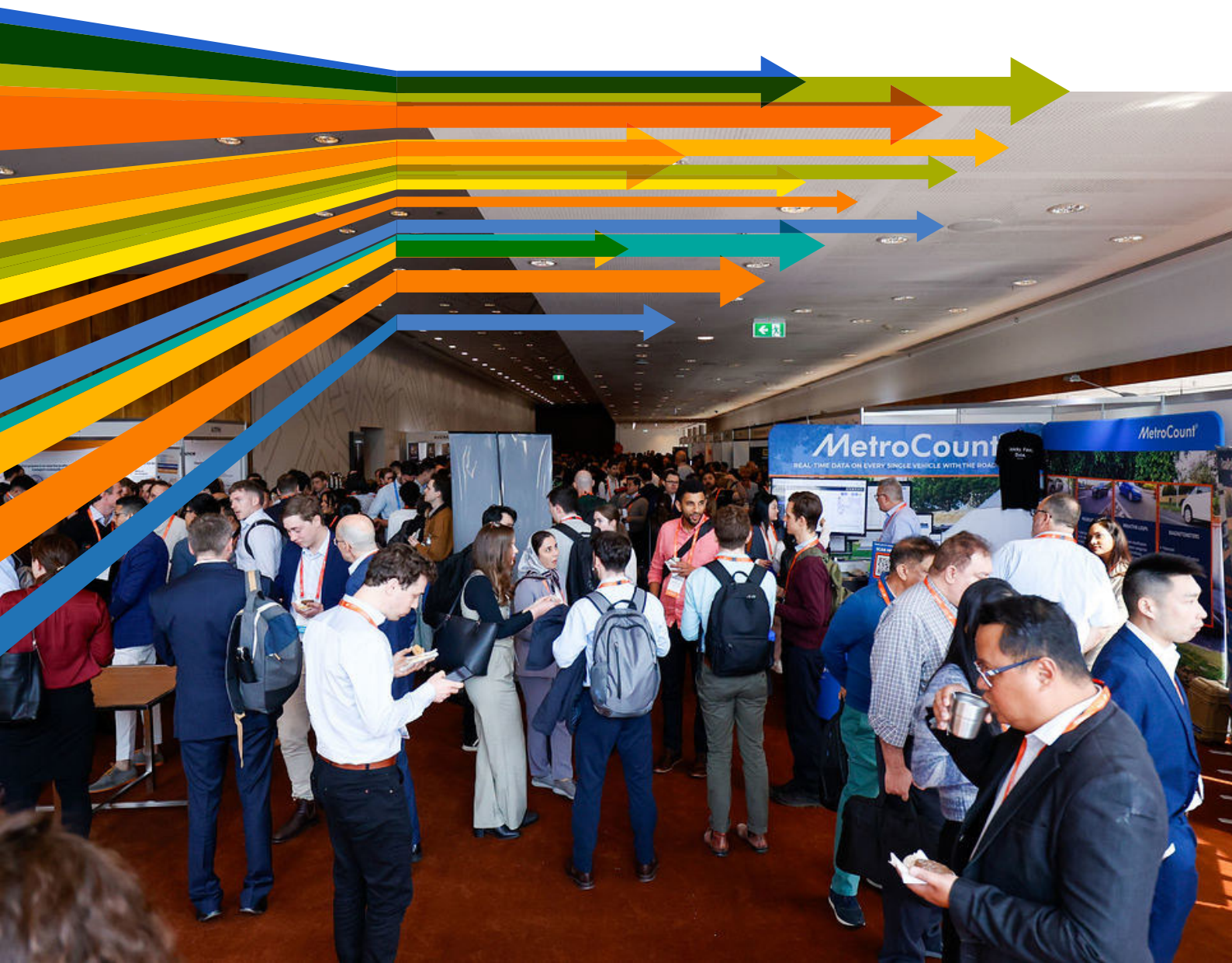
The trade display area is the most prominent and used area located at the heart of the conference. It is where the welcome event, stand-up lunches, morning and afternoon tea/coffee breaks will be held. Delegates will have ample opportunity to visit the displays, which are attended by your company's personnel.

## TRADE DISPLAY ENTITLEMENTS

- One complimentary three-day full conference registration including catering, but excludes optional special events
- One complimentary Exhibitor passes
- Additional Exhibitor Passes available on request (\$500 excludes conference dinner and closing drinks).
- Selection of location of trade booth (based on availability)

Trade display booth supplied and installed by AITPM consisting of:

- Form and size 3m x 2m
- Fascia sign –one company name per stand in computer cut vinyl standard style lettering
- 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 requirements and items can be arranged directly with the trade suppliers to ensure your specific needs are met.
- Additional costs associated with the booth such as furniture hire, AV and IT equipment will be at the sponsors own cost.



# TERMS & CONDITIONS

1. Application procedure
  - Contact the Sponsorship Coordinator to discuss and select your preferred sponsorship package(s).
  - Sponsorship acceptance is subject to the review and approval of AITPM.
  - Selection of sponsors is at the discretion of AITPM and includes consideration of alignment with the conference themes, consistency with AITPM's vision and objectives, and track record of previous successful business relationships.
2. Good and Services Tax (GST)
  - All sponsorship costs exclude the 10% GST.
3. Payment methods
  - Information regarding the various payment methods are detailed in the invoice.
  - Payments not made in accordance with the invoice, may result in the sponsorship being cancelled.
4. Cancellation policy
  - If you would like to request the cancellation of your sponsorship, please submit a written request for cancellation specifying the reason for cancellation.
  - The cancellation request is subject to the approval of AITPM on the condition that none of the sponsorship arrangements have been delivered upon and can be resold.
  - 50% of the contracted amount will be retained for cancellation requests more than 2 months prior to the conference.
  - 100% of the contracted amount will be retained for cancellation requests less 2 months prior to the conference.
  - If your cancellation is related to pandemic health restrictions resulting in significant limitation to your ability to engage in the event, the above policies may be waived.
5. Cancellation policy due to disaster or health restrictions
  - If the event is cancelled due to a pandemic or disaster we will negotiate with you to defer your sponsorship to a future event.
6. Obligation and rights
  - Sponsors must ensure that any promotional activity must not interfere with any other sponsor or exhibitor.
7. Exhibition
  - AITPM reserve the right to change the layout and allocation of booths should the need arise. Exhibitors will be notified if this is necessary.
  - Exhibitors must be adequately covered for Public and Product Liability Insurance.
  - Exhibitors must ensure the cleanliness and tidiness of their allocated space.

