



**AITPM NATIONAL
2022 CONFERENCE**

RESHAPING MOBILITY

21 - 22 JULY, SYDNEY

**CONFERENCE SPONSORSHIP
PROSPECTUS**





CLIMATE, COMMUNITIES, INCLUSIVITY

The 2022 Conference aims to:

- Provide a forum to share technical knowledge and promote technical debate
- Bring people together and provide exciting opportunities for members and delegates to build professional networks
- Represent, engage, integrate, and promote diversity and inclusion in our industry including young professionals and women
- Recognise and celebrate the recent transport challenges in Australia and globally
- Present new and innovative approaches to sustainable transport solutions, for urban and regional areas.

The Conference will focus on the following three themes:

- Climate – how transport can better address the climate crisis, decarbonising the transport sector, public and active transport, resilient and adaptable transport
- Communities – designing better communities, human-centred design, road safety, movement and place, land-use planning integration
- Inclusivity – addressing social impacts and equity issues in transport, accessible design



AITPM NATIONAL CONFERENCE

2022

20 - 22 JULY
RESHAPING MOBILITY



ABOUT US

The Australian Institute of Traffic Planning and Management (AITPM) is the peak professional organisation for the traffic management and transport planning industry.

AITPM is a national organisation with branches in New South Wales/ACT, South Australia, Queensland, Victoria/Tasmania, and Western Australia. With memberships over 1,500, and a reach of more than 5,000, 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 company's products and services.

WELCOME TO AITPM NATIONAL CONFERENCE 2022

It is our privilege to coordinate the AITPM National Conference 2022 in Sydney. After two years of pandemic-induced cancellations, AITPM is excited to be delivering a new approach to our Annual National Conference, to be held in Sydney on 21 & 22 July 2022 at the iconic International Conference Centre.

Our National Conference Delivery Team for Sydney 2022 is working on a curated two-day program of keynote speakers, leading thinkers and panels that will focus on generating discussion and debate on the key issues shaping our industry. This will be supplemented by opportunities to engage in a small number of workshops on topical areas of practice. A key focus of the National Conference will be to spark discussion and provide much-missed networking opportunities.

Government agencies, private sector consultants, and the academic sector are invited to participate in this event, and we look forward to your involvement.

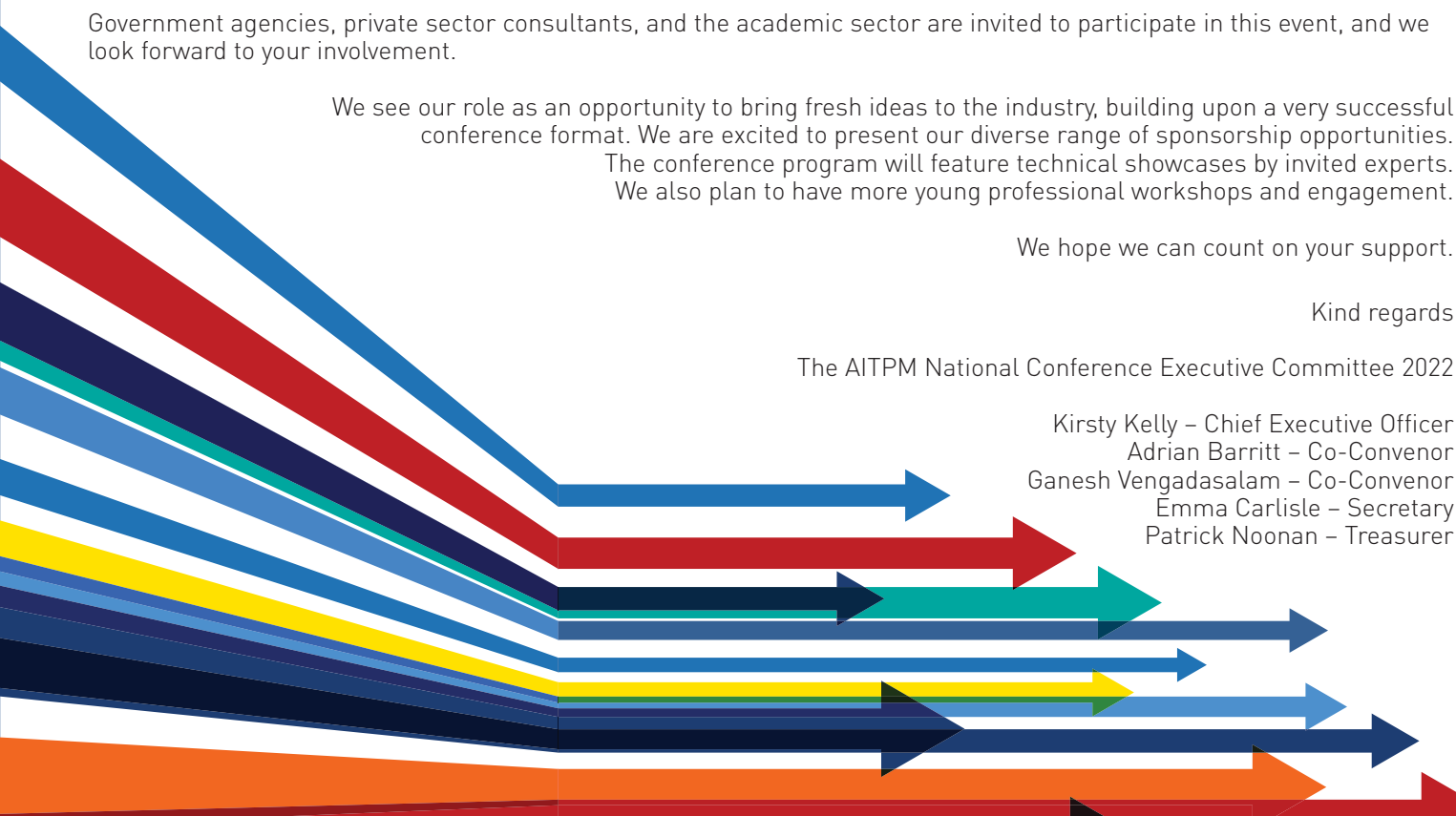
We see our role as an opportunity to bring fresh ideas to the industry, building upon a very successful conference format. We are excited to present our diverse range of sponsorship opportunities. The conference program will feature technical showcases by invited experts. We also plan to have more young professional workshops and engagement.

We hope we can count on your support.

Kind regards

The AITPM National Conference Executive Committee 2022

Kirsty Kelly – Chief Executive Officer
Adrian Barritt – Co-Convenor
Ganesh Vengadasalam – Co-Convenor
Emma Carlisle – Secretary
Patrick Noonan – Treasurer





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 two days, featuring international, national, local speakers, panel discussions and interactive workshops. The 2022 National Conference will be held at the iconic ICC, Sydney from 21 to 22 July.

It is anticipated that over 300 delegates will attend the conference, providing an excellent networking opportunities and prospects to showcase your company's products and services.

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 in the traffic management, transport planning and transport modelling industry.

Details of the sponsorship levels and its benefits are outlined in this prospectus. AITPM would be pleased to consider any other initiatives that would benefit your organisation. We can design a bespoke sponsorship opportunity specific to your organisation's budget and goals.

To discuss sponsorship opportunities please contact:

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Ganesh Vengadasalam
National Conference 2022,
Sponsorship Coordinator
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Sponsorship level	No. of packages	Cost ex GST
Government	1	\$35,000
Premium Industry	1	\$25,000
Leadership Platform	2	\$20,000
Knowledge Exchange	2	\$10,000
Theme Champions	3	\$10,000
Morning & Afternoon Tea breaks	1	\$5,000
Conference stand-up lunch	1	\$2,000
Barista	1	\$3,000
Trade booths	10	\$4,000
Conference Dinner	1	\$15,000
Major Modelling Partners	3	\$8,000
Modelling Workshop	4	\$2,500
Modelling Lunch	1	\$1,000
Modelling Morning & Afternoon Tea	1	\$1,250
Networking Event Major Sponsor	1	\$10,000
Networking Supporter	Up to 6	\$2,000-3,500

	Government Partner	Premium Industry – includes Lanyard	Leadership Platform – 1 per day	Knowledge Exchange Partner – 1 per day	Theme Champions: Communities, Climate & Inclusivity	Morning & afternoon tea breaks	Conference stand-up lunch	Barista	Trade booths	Conference Dinner
Number available	1	1	2	2	3	1	1	1	10	1
Price - ex GST	\$35,000	\$25,000	\$20,000	\$10,000	\$10,000	\$5,000	\$2,000	\$3,000	\$4,000	\$15,000
Complimentary registration (excluding optional program extras e.g. dinner, social events, tours)	6	4	3	1	1	1			1	2
Sponsor rate registration for conference, social and optional – 40% off non-member rate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary trade booth space allocation	1	1	1	1	1					
Discount on trade booth						10%	10%	10%		
Discount of 10% (up to a limit of \$3000) on other conference sponsorship products	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Opportunity to provide a speaker to participate in a panel session	✓	✓	✓	✓	✓					
Sponsored session - Opportunity to give promotional speech or video (max. 5 mins)	✓	✓	✓	✓						✓
Sponsored session/activity -Ability to put up display banner/branding during appropriate session/location - sponsor to provide	✓	✓	✓	✓		✓	✓	✓		✓
Table of 10 at Conference Dinner										✓

GOVERNMENT - 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 - 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 - these sponsors provide value for money with high levels of exposure as the sponsor for the main conference room for a day. The Leadership Platform sponsors are provided with several opportunities to attract potential clients and demonstrate leadership in the field.

KNOWLEDGE EXCHANGE - these sponsors 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. The opportunity to chair a session is available and is encouraged.

MORNING & AFTERNOON TEA BREAKS- (total of four tea breaks) provide excellent networking opportunities and a wonderful, cost-effective opportunity to expose delegates to your company.

STAND-UP LUNCH - 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.

THEME CHAMPION - provides sponsors with the opportunity to align themselves with one of the conferences 3 key themes of Communities, Climate, or Inclusivity. The sponsor would work in partnership with AITPM in the lead up to and at the conference to focus exposure on the theme with a series of articles, e-marketing messages and/or social media posts to boost awareness of the theme to highlight its importance to AITPM and the commitment of the sponsor to the theme topic. The opportunity to provide a session speaker, relevant keynote and/or panel member is provided. There is opportunity to take up a trade booth to showcase the company and its commitment to the theme, or to exchange that booth with an additional registration. Branding and verbal acknowledgment will be given at key points during the proceedings.

CONFERENCE DINNER - this package gives the sponsor great exposure at AITPM's premium networking event of the event each year and includes the presentation of the AITPM Excellence Award.

BARISTA SPONSOR - an excellent opportunity to be the most popular sponsor at the conference, providing free barista style coffee to all delegates 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.

MODELLING WORKSHOP

	Major Modelling Partners	Modelling Workshop	Modelling Lunch	Modelling Morning & Afternoon Tea Breaks
Number available	3	4	1	1
Price - ex GST	\$8,000	\$2,500	\$1,000	\$1,250
Complimentary registration (including modelling network event)	2 for Modelling Workshop, 1 for National Conference	1 for Modelling Workshop		
Sponsor rate registration for conference, social and optional – 40% off non-member rate	✓	✓	✓	✓
Complimentary trade booth space allocation	1			
Discount on trade booth		10%	10%	10%
Discount of 10% (up to a limit of \$3000) on other conference sponsorship products	✓	✓	✓	✓
Opportunity to provide a speaker to participate in a panel session or deliver a technical presentation, subject to approval of topic – in modelling workshop or main conference	✓			
Opportunity to give brief promotional speech or video (max. 2 mins)	✓			
Sponsored session/activity -Ability to put up display banner/branding during appropriate session/location (standard size - approved by venue) - sponsor to provide	✓	✓	✓	✓

MAJOR MODELLING PARTNERS

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 for the duration of the 3-day conference period.

MODELLING WORKSHOP

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.

MODELLING WORKSHOP - MORNING & AFTERNOON TEA BREAKS

Morning and afternoon tea breaks (total of two tea breaks) provide excellent networking opportunities and a wonderful, cost-effective opportunity to expose delegates to your company.

MODELLING WORKSHOP - STAND-UP LUNCH

The Stand-Up Lunch package enables a sponsor the chance to engage in the event, provide excellent networking opportunity within the modelling community and a cost-effective opportunity to expose delegates to your company and support the industry.



NETWORKING EVENT – MODELLING WORKSHOP CLOSING DRINKS & NATIONAL CONFERENCE WELCOME EVENT, Wednesday 20 July

	Networking Event Major Sponsor	Networking Supporter
Number available	1	Up to 6
Price - ex GST	\$10,000	\$2,000 - \$3,500
Complimentary registration (including modelling network event)	1 for Modelling Workshop, 1 for National Conference	1 for Modelling Workshop
Sponsor rate registration for conference, social and optional – 40% off non-member rate	✓	✓
Discount on trade booth	10%	10%
Discount of 10% (up to a limit of \$3000) on other conference sponsorship products	✓	✓
Opportunity to give brief promotional speech or video (max. 2 mins)	✓	
Sponsored session/activity -Ability to put up display banner/branding during appropriate session/location (standard size - approved by venue) - sponsor to provide	✓	✓ at stand

MAJOR SPONSOR - MODELLING WORKSHOP CLOSING DRINKS + NATIONAL CONFERENCE WELCOME EVENT

Major sponsor for the 2-hour networking event with beverage and canapes held in the conference exhibition area, to celebrate the completion of the Modelling workshop and the commencement of the National Conference. This package enables the sponsor to support the networking session and be recognised by the industry for their support, as well as providing event tickets and discounts. The package includes the potential to provide some interactive entertainment, to be paid by the sponsor.

SUPPORTER MODELLING WORKSHOP CLOSING DRINKS + NATIONAL CONFERENCE WELCOME EVENT

These packages enable the sponsor to supply the activation of a special extra food and beverage experience during the Welcome Event such as a Botanical Gin Bar, Spritz Bar, Wine Tasting Bar, Arrival Cocktails, Pop- Up food experience (Italian, Pan Asian, Aussie or Mexican) and in turn be recognised for their support of that element and the industry, as well as providing event tickets and discounts.

TRADE BOOTHS

The trade displays are the most interactive form of advertisement your company can achieve, providing the opportunity for direct access to delegates over the first two 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 up to 10 trade display booths available.

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 conference registration including catering, but excludes optional special events
- One complimentary ticket to any networking events held within the trade display area
- 40% discount on conference registrations which includes (all catering, networking events, lunches, and dinner).
- 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 COVID-19 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 COVID-19 health restrictions
 - If the event is cancelled due to COVID-19 we will negotiate with you to defer your sponsorship to a future event and/or provide a refund of any monies paid.
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.

