

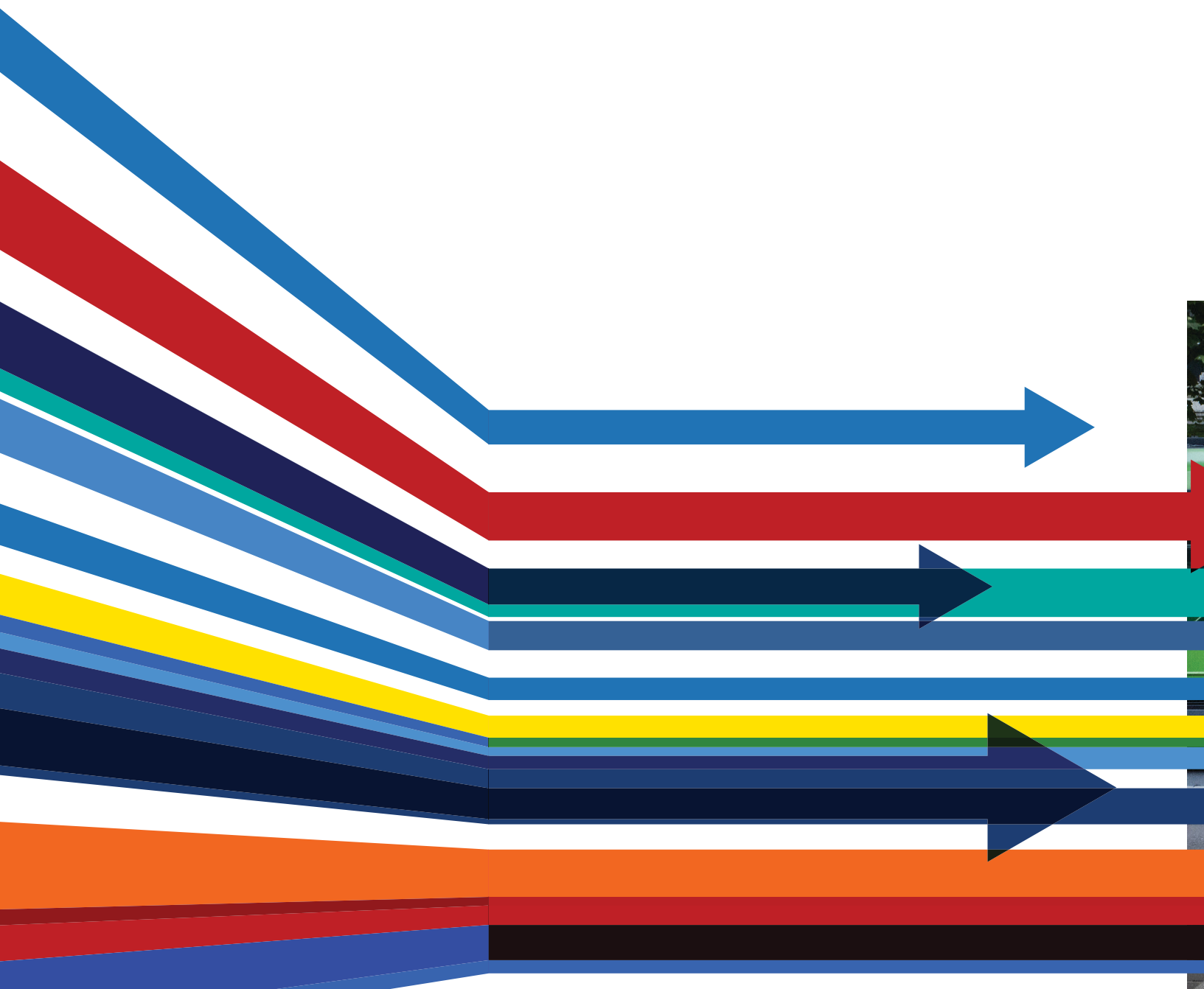


AITPM NATIONAL 2023 CONFERENCE

MELBOURNE, 13-15 SEPTEMBER 2023



SPONSORSHIP PROSPECTUS



PATHWAYS TO A CONNECTED MODERN AUSTRALIA

The Conference aims to:

- Provide a forum to improve technical skills, challenge and promote technical debate
- Connect members and/or delegates to information and resources
- Be a valuable reference point for our members
- Engage and promote young professionals
- Improve the diversity and participation of our industry

The last few years has been a period of change and upheaval for many Australians. The pandemic has been a catalyst for much of this change and has made us reconsider what the modern Australia looks like.

As we see changes in how people live, work and enjoy their leisure time across the country this impacts the role that transport networks have to play in moving people and goods. This change is expected to continue and there is a need for the industry to develop solutions that will enhance and improve connectivity for all Australians.

The AITPM 2023 conference 'Pathways to a connected Modern Australia' will focus on this issue.

The conference will focus on the following three sub themes:

SUSTAINABILITY

Solutions and actions required for transport to be more sustainable and efficient to better address the challenges created by the climate crisis.

PLACEMAKING

How Transport can balance facilitating connectivity and supporting the creation of public realm in Australian cities, suburbs, Regional centres and towns to enhance accessibility for all.

CONNECTIVITY

Efficiently building and operating transport networks to boost accessibility and maximise national, regional and local connectivity.





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ABOUT US

AITPM is the peak professional organisation for the breadth of disciplines engaged in the transport industry, including transport planning, traffic engineering and transport modelling.

AITPM is a national organisation with branches in New South Wales/ACT, South Australia, Queensland, Victoria/Tasmania, and Western Australia. With memberships over 1,800, 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 2023

It is our privilege to coordinate the AITPM National Conference 2023 in Melbourne. AITPM is excited to be delivering an Annual National Conference to be held in Melbourne on 14 & 15 September 2023 at the world class Melbourne Convention and Exhibition Centre (MCEC). A Transport Modelling workshop and a Connected Intelligent Transport System workshop and Conference Welcome Drinks will be held at the iconic Melbourne Cricket Ground on 13 September 2023.

Our National Conference Delivery Team for Melbourne 2023 is working on a curated 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- networking opportunities to discuss tangible solutions to the challenges and opportunities facing our industry.

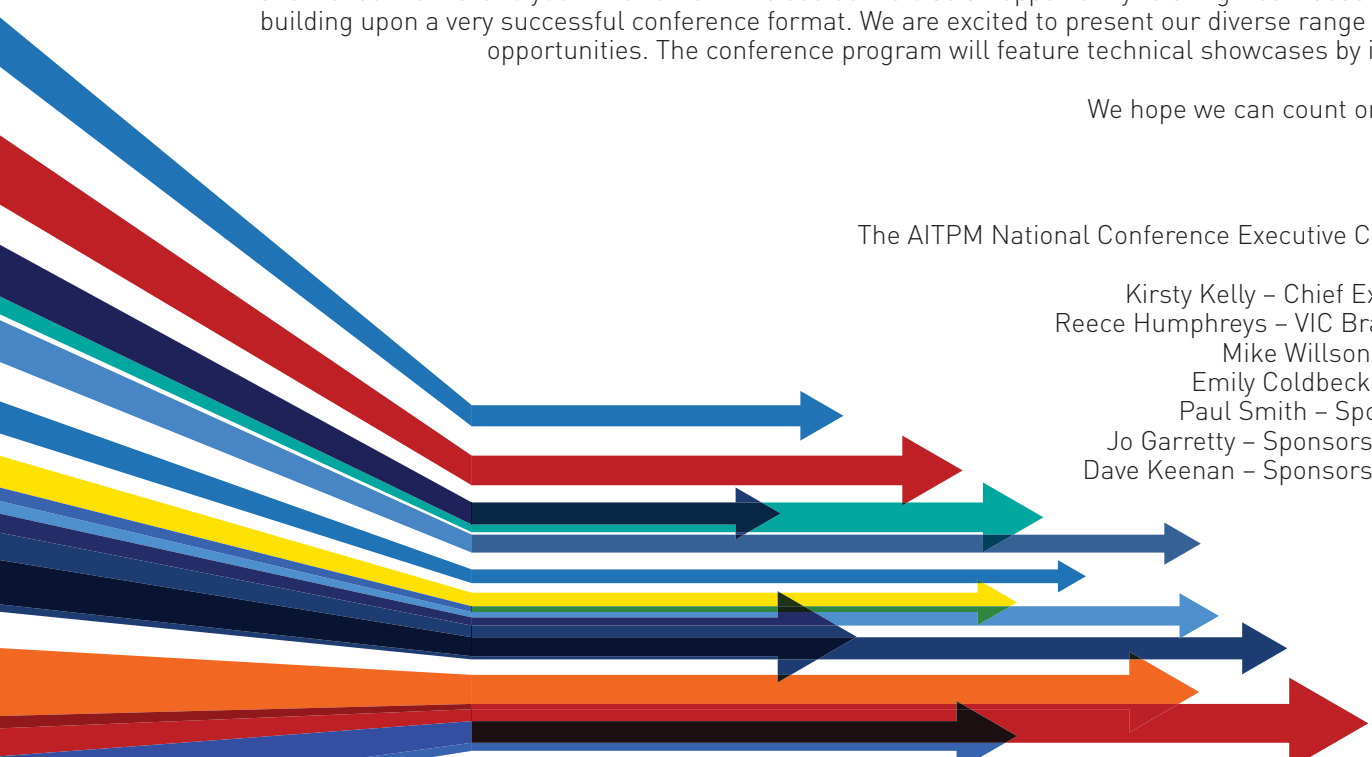
Government agencies, private sector consultants, and the academic sector are invited to participate in this event, and we look forward to your involvement. We see our role as an opportunity to bring fresh ideas to the industry, building upon a very successful conference format. We are excited to present our diverse range of sponsorship opportunities. The conference program will feature technical showcases by invited experts.

We hope we can count on your support.

Kind regards

The AITPM National Conference Executive Committee 2023

Kirsty Kelly – Chief Executive Officer
Reece Humphreys – VIC Branch President
Mike Willson – Co-Convenor
Emily Coldbeck – Co-Convenor
Paul Smith – Sponsorship Lead
Jo Garretty – Sponsorship Committee
Dave Keenan – Sponsorship Committee





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MELBOURNE, 13-15 SEPTEMBER 2023

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, local speakers, panel discussions and interactive workshops. The 2023 National Conference will be held across the iconic Melbourne venues of the MCG, MCEC, and Zinc @FedSquare, from 13 to 15 September 2023.

It is anticipated that over 350 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 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. 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

Paul Smith
Sponsorship Lead
M: 0419 766 990
E: paul.smith@wgta.vic.gov.au



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 - \$12,000, two available, one per day

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 - \$8,000, four available, two per day

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.

THEME CHAMPION - \$10,000, three available

Provides sponsors with the opportunity to align themselves with one of the conferences 3 key themes of Sustainability, Placemaking and Connectivity. 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.

RESEARCH/ACADEMIC - \$5,000, one available

This package is for research or academic organisations. This sponsor will receive a high level of exposure throughout the event. The opportunity to participate in a panel session is encouraged.

BREAKFAST - (one breakfast on day 2) - \$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 higher level of exposure.

MORNING & AFTERNOON TEA BREAKS - (total of four 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, two 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 - \$3,500, one available

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.

CONFERENCE SPACE FITOUT - \$15,000, one available

This package provides sponsors with an opportunity to fitout the conference space with a tactical urbanism approach. The sponsor will have great exposure throughout the conference with branding opportunities within the foyer. Contact us to explore the opportunities available.

CONFERENCE DINNER - \$15,000, one available

This package gives the sponsor great exposure at AITPM's premium networking event of the event each year.

CONFERENCE SYMPOSIUM - \$5,000, one available

The afternoon session of Day 1 is intended to be an interactive session where we look more closely at the conference themes to help identify ideas, solutions, and pathways to achieving a prosperous modern Australia. The sponsors are provided with several opportunities to attract potential clients and demonstrate leadership in the field.

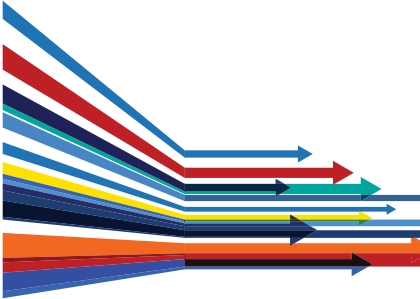
CLOSING KEY NOTE SPEAKER - \$5,000, one available

This is an opportunity to sponsor the final session of the conference which will be a keynote speaker that can draw a crowd and finish tie together the themes of the conference. A great opportunity for exposure to a larger audience and opportunity to make recommendations for a speaker(s).

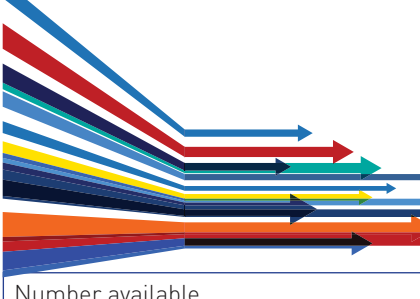
CLOSING DRINKS - \$2,000, one available

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.

INTERNATIONAL KEYNOTE SPEAKER TOUR - Price on Application



	Government	Premium Industry	Leadership Platform - 1 per day	Knowledge Exchange - 2 per day	Theme Champions	Research/ Academic	Breakfast Sponsor	Morning & Afternoon Tea breaks	Conference stand-up lunch
Number available	1	1	2	4	3	1	1	1	2
Price - ex GST	\$40,000	\$30,000	\$12,000	\$8,000	\$10,000	\$5,000	\$2,000	\$6,000	\$2,500
Complimentary registration 3 day full registration including modelling or C-ITS workshop and dinners (excluding tours)	6	4	2	1	1	1		1	
Sponsor rate registration for conference, social and optional – 40% off non-member rate	✓	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary trade booth space allocation	1	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. 3 mins)	✓	✓	✓	✓		✓			
Sponsored session/activity -Ability to put up display banner/branding during appropriate session/location - sponsor to provide and manage	✓	✓	✓	✓		✓	✓	✓	✓



	Barista	Conference space fitout	Trade booths	Conference Dinner	Conference Symposium	Closing Keynote Speaker	Closing drinks
Number available	1	1	10	1	1	1	1
Price - ex GST	\$3,500	\$15,000	\$4,500	\$15,000	\$5,000	\$5,000	\$2,000
Complimentary registration 3 day full registration including modelling or C-ITS workshop and dinners (excluding tours)			1	2	1	1	
Sponsor rate registration for conference, social and optional – 40% off non-member rate	✓	✓			✓	✓	
Discount on trade booth	10%	10%			10%	10%	10%
Discount of 10% (up to a limit of \$3000) on other conference sponsorship products	✓	✓	✓		✓	✓	✓
Sponsored session -Opportunity to give promotional speech or video (max. 2 mins)					✓	✓	
Sponsored session/activity -Ability to put up display banner/branding during appropriate session/location - sponsor to provide and manage				✓	✓	✓	✓
Table of 10 at Conference Dinner				✓			

MODELLING WORKSHOP

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.

MODELLING NETWORK PARTNER (LUNCH MORNING & AFTERNOON TEA) - \$2,000, one available

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.

MCG SCOREBOARD AND FIELD TV LOGO DISPLAY

An exciting opportunity to have your logo displayed on the scoreboard of the MCG during the Modelling workshop. Your logo will be displayed on the scoreboard and other digital billboards around the ground. Priority given to the adjacent event sponsors. Contact us to discuss price and availability of scoreboard packages.

	Premium Modelling Workshop	Modelling Workshop	Modelling Network Partner (Lunch Morning & Afternoon Tea)
Number available	1	4	1
Price - ex GST	\$12,500	\$3,000	\$2,000
Complimentary registration 3 day full registration including Modelling or C-ITS workshop and dinners (excluding tours)	1 Modelling Workshop, 1 full National Conference	1 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%
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	✓		
Sponsored session - Opportunity to give promotional speech or video (max. 2 mins)	✓		
Sponsored session/activity -Ability to put up display banner/ branding during appropriate session/location - sponsor to provide and manage	✓	✓	✓



CONNECTED INTELLIGENT TRANSPORT SYSTEMS WORKSHOP

PREMIUM C-ITS WORKSHOP - \$10,000, one available

The Major C-ITS Partner package will provide sponsors with the opportunity to demonstrate their leadership in the 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.

C-ITS WORKSHOP - \$2,500, four available

The C-ITS Workshop package will provide sponsors with the opportunity to support the field and showcase their expertise. The exposure of the session is to a more targeted, focused audience.

C-ITS NETWORK PARTNER (LUNCH & AFTERNOON TEA) - \$1,500 one available

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.

	Premium C-ITS Workshop	C-ITS Workshop	C-ITS Network Partner (Lunch & Afternoon Tea)
Number available	1	4	1
Price - ex GST	\$10,000	\$2,500	\$1,500
Complimentary registration 3 day full registration including C-ITS or Modelling workshop and dinners (excluding tours)	1 for C-ITS Workshop, 1 full National Conference	1 for C-ITS 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%
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 C-ITS workshop.	✓		
Sponsored session - Opportunity to give promotional speech or video (max. 2 mins)	✓		
Sponsored session/activity - Ability to put up display banner/ branding during appropriate session/location - sponsor to provide and manage	✓	✓	✓



WELCOME RECEPTION @ MCG

MAJOR SPONSOR - MODELLING WORKSHOP CLOSING DRINKS + NATIONAL CONFERENCE WELCOME EVENT - \$15,000, one available

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.

MCG SCOREBOARD AND FIELD TV LOGO DISPLAY

An exciting opportunity to have your logo displayed on the scoreboard of the MCG during the welcome drinks. Your logo will be displayed on the scoreboard and other digital billboards around the ground. Priority given to the adjacent event sponsors.

Contact us to discuss price and availability of scoreboard packages.

	Welcome Networking Event
Number available	1
Price - ex GST	\$15,000
Complimentary registration 3 day full registration including modelling or I-CTS workshop and dinners (excluding tours)	1
Sponsor rate registration for conference, social and optional - 40% off non-member rate	✓
Complimentary trade booth space allocation	
Discount on trade booth	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. 2 mins)	✓
Sponsored session/activity -Ability to put up display banner/branding during appropriate session/location - sponsor to provide and manage	✓
Table of 10 at Conference Dinner	

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 approximately 20 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 two day full conference registration including catering, but excludes optional special events
- Exhibitor passes available on request - excludes social events.
- Selection of location of trade booth (based on availability)
- Trade display booth supplied and installed by AITPM consisting of:
 - 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.
- 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 pandemic health restrictions
 - If the event is cancelled due to pandemic 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.

