



AITPM
Leadership in
Traffic and Transport

AITPM National Traffic and Transport Conference 2017

Sponsorship and Exhibition Prospectus



15–18 August 2017

Melbourne Convention
and Exhibition Centre
Melbourne, Victoria



Our activities aim to:

- promote informed technical discussion and debate on traffic and transport matters;
- develop members' knowledge, skills and camaraderie; and
- encourage practical and innovative solutions.

THE ROLE OF THE INSTITUTE

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

The aims of the AITPM are to provide leadership in traffic and transport by; building knowledge and skills, encouraging the exchange and development of ideas, encouraging and participating in research and providing a central point of reference for practitioners.

The AITPM is a national organisation with branches in New South Wales, South Australia, Queensland, Victoria and Western Australia. With membership nearing 1,000, the Institute boasts an extensive network and a wealth of knowledge, which provide a valuable reference point for both the profession and the community.

Members of the AITPM are linked primarily by a common vocational interest rather than by similar academic qualifications alone. AITPM members and conference participants practice in the fields of traffic management and operations, transport planning, economics, freight, road safety and sustainable transport. Practitioners represent government agencies, local government, private consultants, academic institutions, enforcement agencies and social services.

THE AITPM NATIONAL CONFERENCE – OUR FLAGSHIP EVENT

The National Conference is the leading traffic and 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.

Official proceedings of the National Conference are held over three days, featuring international, national and local speakers for the first two days and interactive forums on the final day. The evening before the first day of the conference is a welcome cocktail reception giving an opportunity for delegates to register, network and view trade exhibitions. The 2017 National Conference will be held in Melbourne from 15–17 August.

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

SPONSORSHIP OPPORTUNITIES – 2017 AITPM NATIONAL CONFERENCE

An extensive 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 categories are outlined on the table on the following page. Further information on packaging options and discounts available via the various levels of sponsorship are also outlined for each sponsorship level. Please note AITPM would be pleased to consider any other initiatives that would benefit your organisation.

Major sponsorship packages are able to be provided for multiple conferences, with discounts available.

Further information:

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2017 AITPM NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Benefits	Government	Diamond	Gold	Silver	Bronze	Streams (3)	Workshop	Network Evening	Minor sponsorship
Sponsor	Transport for Victoria	Matrix	Transurban	GHD	Arup	GTA, HERE, Trafficworks	RACV, SIDRA SOLUTIONS	TTM	RACV, TraffixGroup
Conference dinner		✓							
Logo on lanyard with name badge for all delegates		✓							
Conference handbook			✓						
Cocktail reception			✓						
Stand-up lunch				✓					
Conference closing networking session					✓				
Tea Break sponsorship (4 tea breaks collectively sponsored by all minor sponsors)									✓
Sponsorship logo on first page of the Conference Handbook	✓	✓	✓	✓	✓				
Complimentary full registrations to the Conference (including the Welcome Cocktail reception and Conference Dinner)	TBN	3	3	2	1	1			
Trade display booth in exhibition area	✓	✓	✓	30% off	30% off	25% off	15% off	7.5%	
Advertisements in the National Newsletter in the six months leading up to the conference	½ page	½ page	½ page	¼ page	¼ page				
Keynote address during the conference	✓								
Plenary Conference session (1) dedicated to your company and opportunity to provide a speaker for a session	✓	✓	✓						
Conference session acknowledgement (excludes the sessions sponsored by Government, Diamond and Gold if taken)									✓
Sponsor acknowledgment at Conference (including during the opening and closing addresses)	✓	✓	✓	✓	✓	✓	✓	✓	
Opportunity to insert promotional material into the delegate's conference satchel	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo displayed on screen during conference proceedings	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo displayed on all printed conference material	✓	✓	✓	✓	✓	✓	✓	✓	
Logo and sponsorship recognition in the AITPM monthly newsletter and website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to chair a session	2	2	1	1	1				
Logo on Branch activity calendar and event flyers	✓	✓	✓	✓	✓				
Discount on additional conference tickets (including workshops)	25%	10%	10%	7.5%	5%	5%	5%	5%	
Seating at VIP tables for Conference Dinner	TBN	2	2	1	1				
Opportunity to make a short presentation at the sponsored event (5 minutes maximum)	✓	✓	✓						
Verbal acknowledgement at the beginning and end of the sponsored event	✓	✓	✓	✓	✓	✓	✓	✓	
Display of the logo on the audio visual screen during the break	✓	✓	✓	✓	✓	✓	✓	✓	✓

Sponsorship

PRINCIPAL SPONSORSHIPS

DIAMOND & GOVERNMENT AGENCY SPONSOR

The Diamond & Government Agency sponsor is the highest level of sponsorship and will receive an outstanding level of exposure through the event. The Diamond Package includes sponsorship of:

NATIONAL CONFERENCE DINNER

This event provides an ideal networking opportunity and provides a high level of exposure. Conference dinner tickets are much sought after by both delegates and non-delegates alike. The conference dinner will be held on the evening of Wednesday, 16 August at the Melbourne Convention and Exhibition Centre. Delegates will attend the dinner and partners are welcome. The evening will also include after dinner entertainment.

MAJOR SPONSORSHIPS

These sponsorships provide opportunities for exposure in the lead up to the conference through recognition in the monthly newsletter and website, and during the conference. In addition the Major Sponsorship packages provide complimentary or discounted trade-booths and conference registrations.

GOLD SPONSOR

The Gold Sponsor is the key private sector or local government sponsor for the Conference and will receive a very high level of exposure throughout the event. The Gold Package includes sponsorship of:

WELCOME COCKTAIL RECEPTION

The cocktail party represents one of the premier events of the conference. As the opening event, it has traditionally attracted eminent local dignitaries and political leaders to senior officials of State and Local Government. The Welcome Cocktail Reception will be held on Tuesday 15 August commencing at 5:30pm and running through until 8pm.

CONFERENCE HANDBOOK

Each delegate will be provided with a Conference Handbook outlining the program of speakers, paper/presentation abstracts and a page for delegate notes. The Conference Handbook sponsorship is an excellent opportunity to have your company logo and/or key message prominently displayed on every notes page within the handbook.

SILVER SPONSOR

The Silver Sponsor packages provide value for money with high levels of exposure. The Silver Sponsor is provided with a number of opportunities to attract potential clients and demonstrate skills and experience.

The Silver Package includes sponsorship of:

CONFERENCE LUNCHEON

The stand-up luncheon will held on Wednesday, 16 August and will be attended by all delegates.

BRONZE SPONSOR

The Bronze Sponsor package provides the opportunity to attract potential clients and demonstrate skills and experience. The Bronze Package includes sponsorship of:

CONFERENCE CLOSING NETWORKING SESSION

The conference closing networking session is a celebration of the success of the conference and the opportunity to network with attendees. The session will be held on Thursday 17 August commencing at 5pm and running through until 6:30pm.

STREAM SPONSORS

The Conference delivers across three key themes, nominated as streams – Traffic Engineering and Management, Transport Planning & Transport and Land Use Modelling. The Stream sponsorship packages offer a high and continuous level of exposure across both the Wednesday and Thursday of the Conference via a targeted area of the profession.

NETWORK EVENING SPONSOR

The Network Evening sponsorship package offers exposure to an intimate audience via a minimum 2 hour function on the Thursday evening, while also offering opportunities and acknowledgment throughout the main Conference activities.

WORKSHOP SPONSORS

Two (2) workshops are held on Friday 18 August and will provide sponsors with the opportunity to align themselves with a particular area of expertise. The exposure of the workshop 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 workshop sponsor. The opportunity to provide a speaker for a session is available and is encouraged.

MINOR SPONSORSHIPS

The minor sponsorship package is an opportunity for companies with more moderate budgets to have promotional material available to every conference delegate, and to have your company logo displayed on the AITPM website. The Minor Sponsorship Package includes sponsorship of:

ALL TEA BREAKS (x4)

Tea and coffee breaks provide excellent networking opportunities and a wonderful, cost-effective opportunity to expose delegates to your company. There are four tea/coffee breaks scheduled over the two days of the conference and are held in the trade display area.

Trade Display

TRADE DISPLAY

\$3,750 plus GST

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 35 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 cocktail party, 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 lunches and dinner);
- One additional complimentary Conference Dinner ticket is provided to each trade exhibitor;
- Trade display booth supplied and installed consisting of:
 - (the form of the booth is currently being finalised)
 - 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;

For further trade display information

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