

Sponsorship and exhibition opportunities

23-26 September 2012

Pan Pacific Hotel
Perth, Western Australia

**25th ARRB
CONFERENCE**
SHAPING THE FUTURE
Linking research, policy and outcomes



Conference sponsored by:



Conference endorsed by:





Invitation from ARRB's Managing Director

On behalf of ARRB Group, I would like to invite you to participate in the 25th ARRB Conference 2012. The event will be held at the Pan Pacific Hotel, Perth, Western Australia from 23 – 26 September 2012.

The Conference theme is *Shaping the Future: Linking research, policy and outcomes*.

The Conference aims to bring together a range of disciplines and specialities to share and discuss knowledge within the industry.

As a Sponsor/Exhibitor you will have the opportunity to showcase your latest products and services, and enhance relationships through networking.

I look forward to seeing you in 2012.

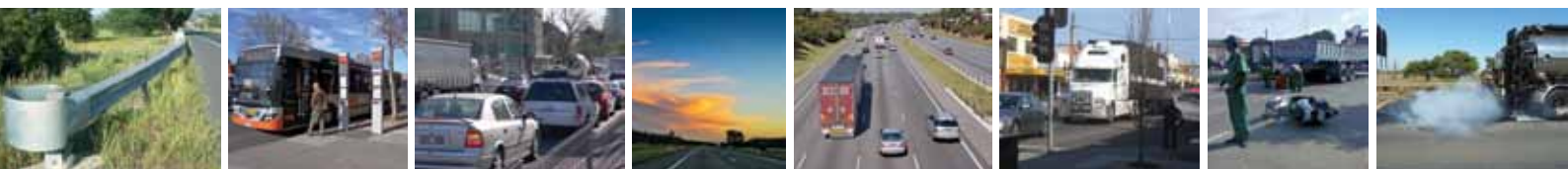
Gerard Waldron
Managing Director

Delegate profile

The 25th ARRB Conference will aim to bring together between 400 and 500 road and transport industry professionals.

Delegates will include:

- state road and territory authority engineers, practitioners and policy makers
- local government professionals
- academics in road and transport disciplines
- consultants
- road contractors.





Benefits to sponsors and exhibitors

The Conference can provide many benefits including opportunities to:

- maximise exposure at a leading industry event
- present latest innovations and new products or services
- showcase your expertise and capabilities
- build brand awareness
- educate the industry
- build and enhance relationships
- network with your industry colleagues
- increase marketing opportunities including visibility on the Conference website and associated marketing materials
- affiliate with a strong, unique Conference.

You will also have made a contribution to the development and reputation of the ARRB Conferences, which are a key mechanism for addressing emerging issues affecting the road and transport industry, and the global community.

How can we assist?

We encourage you to contact our Sponsorship Coordinator to discuss the many additional ways we can further assist your marketing efforts. Sponsorship packages can be tailored to suit your needs.

To discuss your requirements or to book your sponsorship/exhibition, please contact:

Marketing and Sponsorship Coordinator: Briarlea Green

Ph: +61 3 9881 1676

Exhibition Assistant: Alana Cox

Ph: +61 3 9881 1560

Email: sponsorconf@arrb.com.au



Sponsorship at a glance

Please refer to the following pages for more information on these sponsorship opportunities.

Sponsorship opportunities	Number available	Price (including GST)
Platinum sponsorship	SOLD	
Gold sponsorship	SOLD	\$19,500
Silver sponsorship	2	\$14,100
Bronze sponsorship	2	\$9,680
Conference supporter	SOLD	\$2,500
Conference dinner	Exclusive	\$7,700
Interchange function	Exclusive	\$6,600
Welcome reception	SOLD	
Plenary sponsor	Exclusive per session	\$2,500
Satchel sponsorship	SOLD	\$8,800
Lanyard sponsorship	SOLD	\$5,500
Internet café	SOLD	
Notepad and pen sponsor	SOLD	\$5,500
Exhibition opportunities	Number available	Price (including GST)
Exhibitor booth	SOLD	\$4,400

Advertising opportunities	Number available	Price (including GST)
Full page black and white advertisement in Conference abstracts book	4	\$1,100
Half page black and white advertisement in Conference abstracts book	4	\$550
Conference e-newsletter sponsorship	Multiple opportunities available	\$550 per distribution





MAJOR SPONSORSHIP

\$ SOLD

Gold sponsorship

The Gold sponsorship package provides a strong alignment with the Conference theme, objectives and dissemination of knowledge.

As the exclusive Gold Sponsor, your organisation will receive:

- three complimentary full-time registrations for the Conference
- three complimentary tickets to the Conference dinner
- three complimentary tickets to the Interchange function
- double exhibition space at the Conference (two 3 m x 2 m).

Plus exposure:

- **Signage entitlements:**
 - inclusion of your logo on all Conference banners which will be strategically displayed e.g. on main stage, welcome banners.
- **Acknowledgement entitlements:** Will be acknowledged as the Gold Sponsor:
 - in the opening and closing ceremonies
 - in all plenary sessions
 - in all Conference advertising material and editorials
 - on the Conference website
 - in Conference-related media releases.
- **Advertising entitlements:** The opportunity will include:
 - your logo on the cover and full page advertisement in the Conference abstracts book
 - your logo on the cover and a half page advertisement in the registration brochures (both online and hard copy)
 - your logo on the opening screen of the online proceedings website
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer)
 - a sponsor overview in the abstracts book/program and Conference website (100 words plus logo).



\$14,100 inc GST

Silver sponsorship (2 available)

The Silver sponsorship package provides a strong alignment with the Conference theme, objectives and dissemination of knowledge.

As a Silver Sponsor, your organisation will receive:

- two complimentary full time registrations for the Conference
- two complimentary tickets to the Conference dinner
- two complimentary tickets to the Interchange function
- exhibition space at the Conference (3 m x 2 m).

Plus exposure:

- **Signage entitlements:**
 - inclusion of your logo on all Conference banners which will be strategically displayed e.g. on main stage, welcome banners.
- **Acknowledgement entitlements:** Will be acknowledged as a Silver Sponsor:
 - in the opening and closing ceremonies
 - in all plenary sessions
 - on the Conference website
 - in all Conference advertising material.
- **Advertising entitlements:** The opportunity to include:
 - your logo on the cover and a half page advertisement in the Conference abstracts book
 - your logo on the cover and a quarter page advertisement in the registration brochures (both online and hard copy)
 - your logo on the opening screen of the online proceedings website
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer)
 - a sponsor overview in the abstracts book/program and Conference website (100 words plus logo).

\$9,680 inc GST

Bronze sponsorship (2 available)

The Bronze sponsorship package provides a strong alignment with the Conference theme, objectives and dissemination of knowledge.

As a Bronze Sponsor, your organisation will receive:

- one complimentary registration for the Conference
- one complimentary ticket to the Conference dinner
- one complimentary ticket to the Interchange function
- exhibition space at the Conference (3 m x 2 m).

Plus exposure:

- **Signage entitlements:**
 - inclusion of your logo on all Conference banners which will be strategically displayed e.g. on main stage, welcome banners.
- **Acknowledgement entitlements:** Will be acknowledged as a Bronze Sponsor:
 - in the opening and closing ceremonies
 - in all plenary sessions
 - on the Conference website.
- **Advertising entitlements:** The opportunity to include:
 - your logo on the cover of the Conference abstracts book
 - your logo on the cover of the registration brochures (both online and hard copy)
 - your logo on the opening screen of the online proceedings website
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer)
 - a sponsor overview in the abstracts book/program and Conference website (100 words plus logo).

\$ SOLD

Conference supporter (3 available)

As a Conference Supporter, your organisation will receive:

- **Signage entitlements:**
 - inclusion of your logo on all Conference banners which will be strategically displayed e.g. on main stage, welcome banners.
- **Acknowledgement entitlements:** Will be acknowledged as a Conference Supporter:
 - in the opening and closing ceremonies
 - on the Conference website.
- **Advertising entitlements:** The opportunity to include:
 - your logo in the Conference abstracts book
 - your logo in the registration brochure (both online and hard copy)
 - your logo on opening screen of online proceedings website
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer).

SOCIAL FUNCTIONS

\$7,700 inc GST

Conference dinner sponsor

As an exclusive Conference Dinner Sponsor, your organisation will receive:

- eight complimentary tickets to the Conference dinner
- a five minute speaking spot at the dinner.

Plus exposure:

- **Signage entitlements:**
 - inclusion of logo on all Conference dinner banners which will be strategically displayed e.g. on main stage, welcome banners
 - option to use two of your own stand-alone banners at the Conference dinner.
- **Acknowledgement entitlements:** Will be acknowledged as the Conference Dinner Sponsor:
 - during the dinner speeches and the closing ceremony

- on the Conference website
- in the abstracts book.

■ **Advertising entitlements:** The opportunity to include:

- your website logo and link on the Conference website www.arrb.com.au/Conferences
- placemats/promotional items at the dinner
- a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer).

\$6,600 inc GST

Interchange function sponsor

As the Exclusive Interchange Function Sponsor, your organisation will receive:

- eight complimentary tickets to the Interchange function
- a five minute speaking spot at the Interchange Function.

Plus exposure:

■ **Signage entitlements:**

- inclusion of your logo on all Interchange function banners which will be strategically displayed e.g. on main stage, welcome banners
- option to use two of your own stand-alone banners at the Interchange function.

■ **Acknowledgement entitlements:** Will be acknowledged as the Interchange Function Sponsor:

- during the Interchange speeches and the closing ceremony
- on the Conference website
- in the abstracts book.

■ **Advertising entitlements:** The opportunity to include:

- your website logo and link on the Conference website www.arrb.com.au/Conferences
- placemats/promotional items at the Interchange function
- a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer).

SOLD

Welcome reception sponsor

As an exclusive Welcome Reception Sponsor, your organisation will receive:

- a five minute speaking spot at the welcome reception.
- **Signage entitlements:**
 - inclusion of your logo on all Conference welcome reception banners which will be strategically displayed e.g. on main stage, welcome banners
 - option to use two of your own stand-alone banners at the welcome reception.
- **Acknowledgement entitlements:** Will be acknowledged as the Conference Welcome Reception Sponsor:
 - in the opening and closing ceremonies
 - on the Conference website
 - in the abstracts book.
- **Advertising entitlements:** The opportunity to include:
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - placemats/promotional items at the welcome reception.
 - a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer).

PROFESSIONAL DEVELOPMENT

\$2,500 inc GST

Plenary session sponsor

The Plenary Session Sponsor package provides a strong alignment with the nominated plenary theme and topic.

As a Plenary Session Sponsor, your organisation will receive:

- **Signage entitlements:**
 - inclusion of your logo on the session opening slide and on signage at the entrance to the session.
- **Acknowledgement entitlements:** Will be acknowledged as a Plenary Session Sponsor:
 - in the nominated plenary session
 - on the Conference website
 - in the abstracts book.

- **Advertising entitlements:** The opportunity to include:
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - placemats/promotional items at the nominated plenary session.

DELEGATE SERVICES

\$ SOLD

Conference satchel sponsor

As a Satchel Sponsor, your organisation will receive:

- **Signage entitlements:**
 - inclusion of your logo on the Conference satchel (size and placement of logo at the discretion of the Conference organising committee).
- **Acknowledgement entitlements:** Will be acknowledged as the Conference Satchel Sponsor:
 - on the Conference website
 - in the abstracts book.
- **Advertising entitlements:** The opportunity to include:
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer).

\$ SOLD

Lanyard sponsor

As the Lanyard Sponsor, your organisation will receive:

- **Signage entitlements:**
 - inclusion of a colour logo on the Conference lanyard (size and placement of logo at the discretion of the Conference organising committee).
- **Acknowledgement entitlements:** Will be acknowledged as the Lanyard Sponsor:
 - on the Conference website
 - in the abstracts book.
- **Advertising entitlements:** The opportunity to include:
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - a promotional insert in Conference satchel (maximum 1 x A4 double sided flyer).

SOLD

Internet café sponsor

As the Internet Café Sponsor, your organisation will receive:

- **Signage entitlements:**
 - inclusion of your logo on the screensaver at all workstations in the café
 - inclusion of your logo on the desktops of all workstations at the café
 - an opportunity to provide stand-alone banners at the Internet café.
- **Acknowledgement entitlements:** Will be acknowledged as the Internet Café Sponsor:
 - on the Conference website
 - in the abstracts book (with reference to location).
- **Advertising entitlements:** The opportunity to include:
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - your logo in the abstracts book
 - a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer).

Notepad and pen sponsor

As the Notepad and Pen Sponsor, your organisation will receive the following:

- **Signage entitlements:** Inclusion of your logo on:
 - the notepad (at the discretion of the organising committee)
 - the pen (at the discretion of the organising committee).
- **Acknowledgement entitlements:** Will be acknowledged as the Notepad and Pen Sponsor:
 - on the Conference website
 - in the abstracts book.
- **Advertising entitlements:** Will have the following, prior to and during the Conference:
 - your website logo and link on the Conference website www.arrb.com.au/Conferences
 - your logo in the abstracts book
 - a promotional insert in the Conference satchel (maximum 1 x A4 double sided flyer).

ADVERTISING OPPORTUNITIES

- \$1,100 – full page black and white advertisement in the Conference abstracts book
- \$550 – half page black and white advertisement in the Conference abstracts book
- \$550 per distribution (multiple opportunities available) – Conference e-newsletter sponsorship, includes:
 - logo on email blast
 - e-newsletter proudly sponsored by
 - short description of organisation (50 words with website link) – placed at the discretion of the Conference organising committee.

EXHIBITION AREA

The exhibition area will be a major component of the Conference, with registration, welcome reception and Conference day catering available in this area.

The trade exhibition will run in conjunction with the Conference program and has been designed to provide the best possible promotional opportunities to participating organisations.

ARRB encourages all exhibitors to offer competitions, special promotions and/or demonstrations at their booth to encourage delegate visits. The ARRB Conference committee will also endeavor to promote the exhibition area where possible, including prizes and draws for visiting the most exhibitors and answering relevant questions etc. We aim to make the exhibition area an interactive space, therefore if you have any suggestions or wish to participate, please contact sponsorconf@arrb.com.au

Why participate?

The Conference trade exhibition will provide a fantastic opportunity to network and promote your products and services in a face-to-face environment. This includes opportunities to:

- build on and create new relationships
- increase brand awareness
- actively demonstrate a product or service
- receive instant feedback from the industry
- meet decision makers
- observe and hear about what else is happening in the industry.

Please note:

- there will be a preference for equipment or product displays
- the floor plan is subject to change. The Sponsorship Coordinator retains the right to alter if deemed necessary
- priority of placement within the exhibition will be offered to major sponsors first and then sold in accordance with the receipt date of application. We ask you to nominate three preferences and we will endeavour to provide you with your preferred location
- an exhibition manual will be distributed to exhibitors approximately three months prior to the event, containing information on move-in and move-out times, exhibition build company etc.
- full payment is required prior to the event, failure to do so may result in your exhibition stand being released again for sale.



\$4 SOLD

Exhibition booth

This package Includes:

- 3 m x 2 m shell scheme
- one power point
- back and side walls
- organisation fascia along each open side
- two exhibitor registrations, access to the trade exhibition only
- two exhibitor complimentary tickets to the Conference dinner
- two exhibitor complimentary tickets to the Interchange function
- a logo and website link from the Conference website
- 100 words, logo and website address on the Conference website and in the abstracts book.

\$4 SOLD

Exhibition table


The package includes:

- an exhibition trestle table
- two chairs
- two exhibitor registrations, access to the trade exhibition only
- a logo and website link from the Conference website
- 100 words, logo and website address on the Conference website and in the abstracts book.



Summary of benefits for sponsorship opportunities

Summary of benefits for sponsorship opportunities

Sponsorship benefits	Gold sponsor	Silver sponsor	Bronze sponsor	Supporter	Dinner sponsor	Inter-change function	WORLD reception	Plenary sponsor	Satchel sponsor	Lanyard sponsor	Internet  sponsor	Notepad and pen sponsor	Trade exhibition
Complimentary registrations	x 3	x 2	x 1										2 x Exhibitor passes only
Complimentary tickets for the Conference dinner	x 3	x 2	x 1	x 8									2 x Exhibitor passes only
Complimentary tickets for the Interchange function	x 3	x 2	x 1	x 8									2 x Exhibitor passes only
Naming rights for sponsored events/delegate service					✓	✓	✓	✓	✓	✓	✓	✓	
Acknowledgement of major sponsor in opening and closing ceremonies	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Acknowledgement in plenary sessions	✓	✓	✓					✓					
Acknowledgement in Conference advertising	✓	✓											
Acknowledgement in Conference media releases	✓												
Logo on cover and advertisement in abstracts book	Full page ad	Half page ad	Logo only										
Logo on cover and advertisement in registration brochure	Half page ad	Quarter page ad	Logo only										
Logo in registration brochure and abstracts book	✓	✓	✓	✓	✓	✓					✓		
Logo and link to sponsors website from Conference website	✓	✓	✓	✓	✓	✓					✓	✓	✓
Company overview and logo on Conference website and abstracts book	✓	✓	✓										✓
Logo on all Conference banners	✓	✓	✓	✓	Dinner banners only	Inter-change banners only	Welcome reception banner only	Plenary signage only					
Logo on proceedings website	✓	✓	✓	✓									
Insertion of promotional material in delegates satchel	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Opportunity to provide promotional item at the sponsored event				✓	✓	✓	✓	✓					
Exhibitor booth	Double ✓	✓	✓								✓		✓

25th ARRB Conference

Please tick your sponsorship selection:

- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Supporter

Individual Conference items available for sponsorship:

- Dinner
- Interchange function
- Welcome reception (SOLD)
- Plenary (per session)
- Satchels
- Lanyard
- Internet café
- Notepads and pens
- Trade exhibition

Sponsor/Exhibitor details

Signed: _____

Name: _____

Position: _____

Company Name: _____

Address: _____

P: _____

F: _____

E: _____

Payment

Payment can be made by credit card or by cheque/bank draft in Australian dollars which should be made payable to ARRB Group and forwarded to:

Sponsorship Co-ordinator
ARRB Group
500 Burwood Highway
Vermont South VIC 3133
Australia

Method of payment

Cheque/Draft enclosed (payable to ARRB Group) EFT

Mastercard Visa

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Expiry:

Amount: \$AUD _____

Cardholder's Name: _____

PLEASE PRINT

Signature: _____

EFT payments

BSB: 083 323

Acct No: 647968813

Bank: NAB Mt Waverley

Please note:

- ARRB Group reserves the right to reject an application. Sponsorship applications will be processed in strict order of receipt.
- Reproduction of sponsor logos in printed material or products may be in black or PMS 541 blue.
- Web links will operate from within four days of sponsorship payment until completion of the Conference.
- Preference will be given to exhibitors with products or equipment to demonstrate and to complement the hands-on nature of the trade display.