

2010

■ AND BEYOND

IPENZ Transportation Conference

New Plymouth, 2-5 November 2008



SPONSORSHIP OPPORTUNITIES

IPENZ Transportation Conference
2 – 5 November 2008

TSB Showplace
New Plymouth
New Zealand

2010 and Beyond



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OVERVIEW

The **IPENZ Transportation Group's annual conference** is New Zealand's premier forum for the traffic engineering, road safety and transportation planning community. It is intended to stimulate debate and collaboration amongst peers. Around 200 professionals attend the annual event, which has been running for over 30 years.

Transportation professionals are increasingly called upon to resolve complex and often conflicting issues of road safety, traffic engineering, sustainability, accessibility and land use planning, to name but a few. The best solutions to these issues often come from interaction and collaboration between professionals, which provides continued learning and improvement for both individuals and the industry as a whole. The Transportation Conference is an ideal forum to facilitate such interaction, allowing us to solve issues together.

'2010 and Beyond' aims to expand on the early workshop and conference format, and instead of having a workshop option on Monday and Tuesday and Technical conference on Wednesday, remits, technical information and technical papers will be presented throughout the 3-day event.

WHY "2010 and Beyond"?

Land Transport NZ's 2010 targets of less than 300 fatalities and 4,500 hospitalisations have been a goal for road controlling authorities for some years now. However, whether it's these targets or other performance measures, our industry is coming under increased pressure to deliver on performance indicators. As well as safety, changes to legislation now place a significant focus on sustainability, integration and responsiveness when planning the nation's future transportation needs.

So what can we do as an industry when looking toward 2010 and Beyond? Put simply, we need to consider the best way to meet and exceed all current and future targets. This will involve creative thinking, new innovations and improving on current best practice.

WHO WILL ATTEND?

Anyone with an interest in transportation and road safety:

- * Traffic engineers
- * Transportation planners
- * Road controlling authority staff and managers
- * Pedestrian and cycling officers and advocates
- * Architects
- * Planners
- * Consultants
- * Transportation decision makers from central and local government
- * Asset and maintenance managers
- * Road safety co-ordinators

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The Conference

The TSB Showplace is a spectacular venue centrally located on New Plymouth's main street.

Three venues within one complex – the TSB Theatre, the Theatre Royal providing an intimate setting with seats on a modern rollaway system and the Alexandra Room with its excellent conference and exhibition facilities.

The conference will be held in the Theatre Royal which is a black box-style, multi-purpose theatre. Retractable seating allows for various configurations including dinners, dances, balls, catwalk shows, graduation ceremonies, presentations, media events, exhibitions and conferences.



The exhibition will be held in the Alexandra Room which is a versatile venue with superb acoustics and street level access.

Theatre history

The theatre was originally built in 1883 and known as the Alexander Hall. It was enlarged in 1904 and sold to the New Plymouth Theatre Company and renamed the Theatre Royal. It was then destroyed by fire in 1916.

After being rebuilt it opened in 1925 as the New Plymouth Opera House. It continued mainly as picture theatre until 1969 when it fell into disuse. Support from New Plymouth District Council and TSB Bank finally saw a refurbished theatre open in 1999.



The TSB Showplace will be home for all presentations and the trade exhibition.

Since the conference sessions are on the same floor, the exhibition area will become a natural hub for mingling and relaxing. Tea and coffee breaks and lunches will be served in and around the exhibition.

Displayworks is the official supplier of booths for the Exhibition Centre. They will also supply any additional exhibition requirements that you might have.

ADVERTISING

Full coverage of the IPENZ Transportation Conference will be included in Roundabout. There will be a dedicated website – www.hardingconsultants.co.nz/ipenz2008

The conference website will be updated regularly and sponsor acknowledgement will be made as each sponsor or exhibitor is confirmed.

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PLATINUM SPONSOR

limited to 2 organisations

\$10,000 + GST

- * **Primary** name awareness on all **promotional literature**, ie Transportation Conference letterhead, brochures; registration brochure; programme and Transportation Conference handbook/s
- * Full page (A4) **colour** advertisement in the Transportation Conference Handbook
- * **Primary** naming rights to **Transportation Conference Dinner**
- * Opportunity for creative and innovative involvement with sponsored function
- * Exhibition signage on the main stage
- * **Primary** naming rights to Keynote Speaker
- * **Primary** naming rights to Conference bag
- * Maximum opportunity for audio visual exposure of company logo
- * Link to your website on the conference website
- * Opportunity to present company at a stand set up for the duration of the Transportation Conference. The stands are 2.4 x 1.2m, and include one 10amp power supply (4-way multi-box), two spot lights, and fascia railing for signage and company name in one colour. Your company logo may be added to the signage, but at an additional cost to yourself. If you wish to have a double stand, these are available at the additional price of \$2,000 + GST.
- * Participation in the Exhibition Quiz
- * **Three complimentary** tickets to the entire Transportation Conference, including social functions. Tickets for additional staff may be purchased.
- * Promotional literature can be inserted in the Transportation Conference bag to a maximum size A4

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GOLD SPONSOR

No limit to number of organisations

\$7,500 + GST

- * **Secondary** name awareness on all promotional literature, ie Transportation Conference brochures; registration brochure; programme (excludes letterhead)
- * **Primary** naming rights to Transportation Conference welcoming function
- * Opportunity for creative and innovative involvement with sponsored function
- * **Primary** naming rights to Name Tags
- * Exhibition signage on the main stage
- * Link to your website on the conference website
- * Full page (A4) colour advertisement in the Transportation Conference Handbook
- * Opportunity for audio visual exposure of company logo
- * Opportunity to present company at a stand set up for the duration of the Transportation Conference. The stands are 2.4 x 1.2m, and include one 10amp power supply (4-way multi-box), two spot lights, and fascia railing for signage and company name in one colour. Your company logo may be added to the signage, but at an additional cost to yourself. If you wish to have a double stand, these are available at the additional price of \$2,000 + GST.
- * Participation in the Exhibition Quiz
- * **Two complimentary** tickets to the entire Transportation Conference, including social functions. Tickets for additional staff may be purchased.
- * Promotional literature can be inserted in the Transportation Conference bag to a maximum size A4

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SILVER SPONSOR

No limit to number of organisations

\$5,000 + GST

- * **Secondary** name awareness on all promotional literature, ie Transportation Conference brochures; registration brochure; programme
- * **Major** naming rights to **one Transportation Conference Lunch** on Monday, Tuesday or Wednesday
- * Full page (A4) black and white advertisement in the Transportation Conference Handbook
- * Opportunity for audio visual exposure of company logo
- * Opportunity to present company at a stand set up for the duration of the Transportation Conference. The stands are 2.4 x 1.2m, and include one 10amp power supply (4-way multi-box), two spot lights, and fascia railing for signage and company name in one colour. Your company logo may be added to the signage, but at an additional cost to yourself. If you wish to have a double stand, these are available at the additional price of \$2,000 + GST.
- * Participation in the Exhibition Quiz
- * **One complimentary** ticket to the entire Transportation Conference, including social functions. Tickets for additional staff may be purchased.
- * Promotional literature can be inserted in the Transportation Conference bag to a maximum size A4

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BRONZE SPONSOR

No limit to number of organisations

\$3,000 + GST

- * **Secondary** name awareness on all promotional literature, ie Transportation Conference brochures; registration brochure; programme
- * **Major** naming rights to **one morning tea or afternoon tea** on Monday, Tuesday or Wednesday (may need to be shared depending on number of Bronze Sponsors)
- * Full page (A4) black and white advertisement in the Transportation Conference Handbook
- * Opportunity for audio visual exposure of company logo
- * Opportunity to present company at a stand set up for the duration of the Transportation Conference. The stands are 2.4 x 1.2m and include one 10amp power supply (4-way multi-box), two spot lights, and fascia railing for signage and company name in one colour. Your company logo may be added to the signage, but at an additional cost to yourself. If you wish to have a double stand, these are available at the additional price of \$2,000 + GST.
- * Participation in the Exhibition Quiz
- * **One complimentary** ticket to the entire Transportation Conference, including social functions. Tickets for additional staff may be purchased.
- * Promotional literature can be inserted in the Transportation Conference bag to a maximum size A4

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SUPPORTING SPONSOR

No limit to number of organisations

\$1,000 + GST

- * **Standard** name awareness on all promotional literature, ie Transportation Conference brochures; registration brochure; programme
- * Acknowledgement of sponsorship in the Transportation Conference Handbook
- * Opportunity for audio visual exposure of company logo
- * Opportunity to present organisation on a poster board set up for the duration of the Transportation Conference. The display board is to be provided by the sponsor
- * Participation in the Exhibition Quiz
- * Promotional literature can be inserted in the Transportation Conference bag to a maximum size A4
- * Opportunity to purchase advertising space in the Transportation Conference Handbook
- * Tickets to attend the Transportation Conference may be purchased separately



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TRADE EXHIBITOR

No limit to number of organisations

Single Booth \$2,500 + GST

Double Booth \$4,500 + GST

- * **Standard** name awareness on all promotional literature, ie Transportation Conference brochures; registration brochure; programme
- * Opportunity to present company at a stand set up for the duration of the Transportation Conference. The stands are 2.4 x 1.2m, and include one 10amp power supply (4-way multi-box), two spot lights, fascia railing for signage and company name in one colour. Your company logo may be added to the signage, but at an additional cost to yourself.
- * Participation in the Exhibition Quiz
- * Full page (A4) black and white advertisement in the Transportation Conference Handbook
- * Promotional literature can be inserted in the Transportation Conference bag to a maximum size A4
- * **One complimentary** ticket to the entire Transportation Conference, including social functions. Please note that if a double stand is booked, then two complimentary tickets will be provided. Tickets for additional staff may be purchased.



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ADVERTISING OPPORTUNITIES

A Conference Handbook is produced for this conference. Advertisements are all A4 with artwork supplied by advertiser.

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|------------------------------|------------------|
| Outside back cover | \$1,500.00 + GST |
| Inside back cover | \$1,000.00 + GST |
| Inside front cover | \$1,000.00 + GST |
| All three options | \$2,750.00 + GST |
| Colour A4 Advertisement | \$750.00 + GST |
| Upgrade from Black to Colour | \$500.00 + GST |

