



Making Connectionz

People . Places . Products



IPENZ Transportation Conference 14 - 17 March, 2010 - Christchurch



Sponsorship opportunities

Harding Consultants: Web: www.hardingconsultants.co.nz/ipenz2010 Email: glenda@hardingconsultants.co.nz
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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 demands, with safety, capacity, sustainability, accessibility and land use imperatives often at odds. The best solutions to these issues often come from interaction and collaboration, where ideas are shared and learning and improvement takes place. The Transportation Conference is an ideal forum to facilitate such interaction, allowing us to share and discuss issues together.

There will be local and international speakers, and we aim to share potential solutions to your transport issues, both urban and rural, through remits, papers and poster sessions.

Along with the conference there will be the opportunity to showcase new products and services that are helping to deliver the solutions to today's transport needs.

This will be an ideal networking and knowledge sharing opportunity between linking disciplines.

Theme and Conference Overview

The Conference theme is "**Connectionz - people, places and products**", where transportation is the means of connecting the varied components of our society. These connections facilitate the achievement of our social and economic goals in New Zealand, from meeting friends and family, colleagues and customers, to visiting places, and delivering and receiving products. Making these connections can also give rise to adverse social, economic and environmental effects, and it is the skill of transportation professionals in balancing these costs and benefits that will ultimately determine the transport sector's net contribution to New Zealand's long term prosperity.

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

Why Become A Sponsor / Exhibitor?

This conference provides a fantastic opportunity for you to showcase your organization, it's people, goods and services. Annually the conference attracts hundreds of transport professionals from across and New Zealand and beyond. It is these people who are relied upon by Clients to advise them on transport services and who you need to influence.

The Conference



In the heart of the city, poised on the banks of the picturesque Avon River, the Christchurch Town Hall is one of New Zealand's premier performance venues.

It is a place that showcases creative diversity and has been the stage for many of the world's leading performing artists and cultural groups.

The Limes Room will be the focal point for all plenary sessions, with the Cambridge Room and Conference Rooms 1 and 2, immediately adjacent to the Limes Room, being used for the Exhibition. Break out rooms in the Convention Centre will be utilised for all break out sessions.

Fountain history

The Christchurch Town Hall was officially opened on 30 September 1972 by His Excellency The Governor General, Sir Denis Blundell, GCMG, KBE. The Ferrier Fountain in front of Boaters Restaurant was donated by Mr and Mrs Jack Ferrier to mark the opening of the Town Hall. The Fountain resembles the famous El Alemein fountain in Kings Cross, Sydney, and was manufactured by the same designers. It is a 'sphere de fleur' design which consists of three separate static water display fountains that are at different heights and diameters. There are two complete spheres and one hemisphere just above the water level in a triangular grouping.

Advertising

Full coverage of the IPENZ Transportation Conference will be included in Roundabout – the IPENZ transportation group magazine. There will be a dedicated website – www.hardingconsultants.co.nz/ipenz2010.

Regular emails will be forwarded to a variety of databases.

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

PLATINUM SPONSOR

limited to 2 organisations

\$10,000.00 + 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 3.0 x 1.8m, 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

GOLD SPONSOR

No limit to number of organisations

\$7,500.00 + 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 3.0 x 1.8m, 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

SILVER SPONSOR

No limit to number of organisations

\$5,000.00 + 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 3.0 x 1.8m, 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

BRONZE SPONSOR

No limit to number of organisations

\$3,000.00 + 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 3.0 x 1.8m 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

INTERNET CAFE

(ONE ONLY)

\$3,000.00 + GST

For the first time an internet café will be provided at the conference venue. Your sponsorship will help in providing an area where delegates can check their emails during the breaks.

- * **Secondary** name awareness on all promotional literature, ie Transportation Conference brochures; registration brochure; programme
- * Company name or logo on computer screens.
- * Signage around internet café (supplied by sponsor)
- * **Secondary** name awareness on all promotional literature, ie Transportation Conference brochures; registration brochure; programme
- * **Acknowledgement in conference handbook**
- * 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

SUPPORTING SPONSOR

No limit to number of organisations

\$1,000.00 + 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

TRADE EXHIBITOR

No limit to number of organisations

Single Booth \$2,500.00 + GST

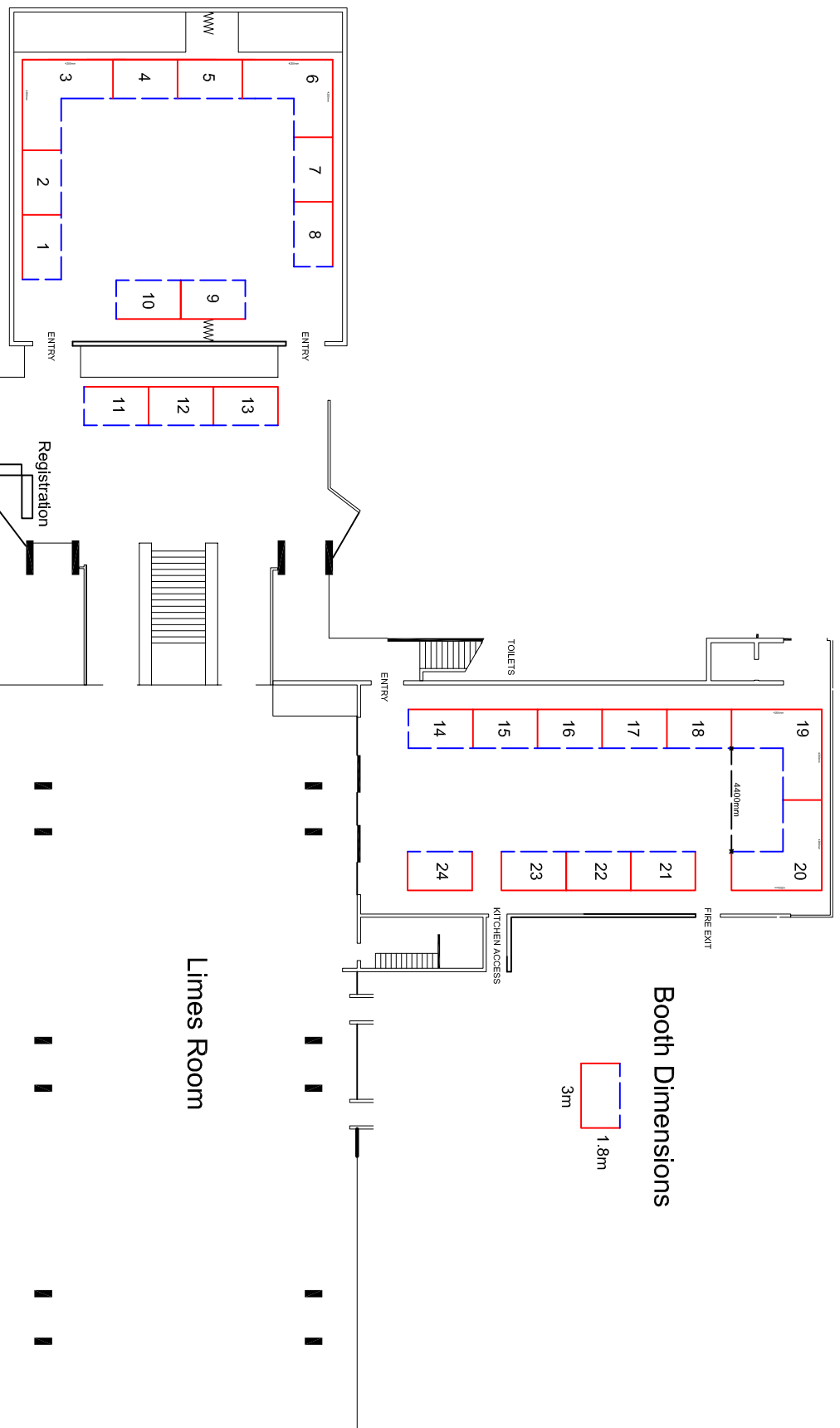
Double Booth \$4,500.00 + GST

- * **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 3.0 x 1.8m, 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. Tickets for additional staff may be purchased.

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 |



Booth Dimensions
 1.8m
 3m



IPENZ
14 - 17 MARCH
2010

CHRISTCHURCH TOWN HALL

DATED: 26th MAY 2009
 AUTHOR: CRAIG HORN