



## **SPONSORSHIP OPPORTUNITIES**

**IPENZ Transportation Conference  
7 – 10 October 2007**

**The Sebel Trinity Wharf Hotel  
Tauranga  
New Zealand**

**ITS Moving**



Transportation Conference 2007 - Tauranga 7-10 October  
IPENZ Transportation Group Workshop & Conference

Harding Consultants Ltd. PO Box 5512 Christchurch. Phone: +64 3 352 5598 Fax: +64 3 352 0197 Mob: +64 27 436 3083  
Email: [glenda@hardingconsultants.co.nz](mailto:glenda@hardingconsultants.co.nz) Website: [www.hardingconsultants.co.nz/transportationconference2007](http://www.hardingconsultants.co.nz/transportationconference2007)





## OVERVIEW

The IPENZ Transportation Group's Traffic Management Workshop and Technical Conference is New Zealand's premier forum for the traffic engineering and transportation planning community. It is intended to stimulate debate and collaboration amongst peers. Over 180 professionals attend the annual event, which has been running for over 30 years.

## WHY "ITS MOVING"?

ITS Moving has been used as the conference theme as this is the Tauranga City Council's integrated transport strategy, which also fits well for the conference.

"ITS" stands for:

- Integrated Transport Systems
- Intelligent Transportation Systems
- Integrated Traffic Services

### Objectives of this strategy are to ensure

- Transport and land use are planned together
- People make the most efficient use of our transport system
- Our transportation networks are planned and managed to best use the physical resource
- More people walk and cycle more often
- A lot of people using passenger transport rather than cars to get around the city
- Parking is managed as part of the overall transport system

## 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

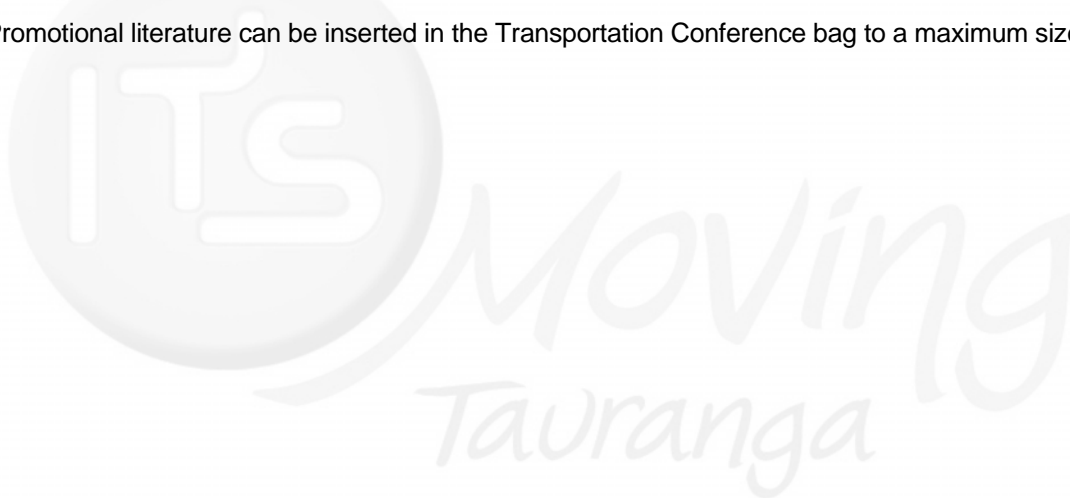


## PLATINUM SPONSOR

*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
- Opportunity to present company at a stand set up for the duration of the Transportation Conference. The stands are 2 x 3m, 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 + 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
- 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 x 3m, 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 + 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 x 3m, 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 x 3m, 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





## 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
- 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 x 3m, 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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