2016
MELB🌐URNE

23rd World Congress on Intelligent Transport Systems

23ᴿᴰ ITS WORLD CONGRESS
2016 MELBOURNE
10–14 OCTOBER 2016

www.itsworldcongress2016.com

**PARTNER
AND SPONSOR
OPPORTUNITIES**

MELBOURNE
AUSTRALIA

HOSTED BY

itsaustralia
Intelligent Transport Systems

CO-HOSTED BY

ASIA-PACIFIC
ITS

ERTICO
ITS EUROPE

ITS AMERICA

**MEET IN ASIA PACIFIC FOR THE WORLD'S LEADING TRANSPORT TECHNOLOGY EVENT
ACTIVATING GLOBAL MOBILITY SOLUTIONS**

ITS—
ENHANCING LIVEABLE CITIES AND COMMUNITIES

GREETINGS FROM THE CONGRESS CHAIR

It is with great pleasure that I invite you to Melbourne to participate in the ITS World Congress, October 10 to 14, 2016. ITS Australia is delighted to be hosting the 23rd World Congress on Intelligent Transport Systems 2016 on behalf of ITS Asia Pacific, ITS America and ERTICO.

"ITS—Enhancing Liveable Cities and Communities" is the theme for the Congress, bringing Melbourne's reputation as the world's most livable city into the spotlight as we explore the benefits that ITS delivers to critical elements of our daily life. Australia is at the forefront of development and deployment of ITS technologies in many fields. With a unique landscape Australia's ITS industry has risen to the challenge of delivering solutions to enhance our daily lives. Our population is clustered in big cities with large urban areas where ITS technology such as managed motorways and free flow tolling are being leveraged to maintain the mobility of our growing cities. Long transport distances across our vast country encourage innovation and adoption of technology across our heavy vehicle fleet to enhance safety and efficiency. Australia has a strong and innovative mining sector that has embraced ITS technology such as driverless trains and driverless vehicles to improve efficiency and safety in tough economic conditions. Similar to other countries, the important contribution that ITS can make to minimising harm from natural disasters has been recognised and is increasingly being deployed to great effect.

In collaboration with ITS Asia Pacific, ERTICO and ITS America, ITS Australia is working to prepare an engaging program. In the tradition of ITS World Congresses there will be plenary, scientific, technical and interactive sessions, a dynamic exhibition plus technical demonstration and tours that showcase the applications of the latest ITS technology. This will be an opportunity for policy makers, practitioners, researchers and ITS providers to share information on social needs, opinions and technical developments addressing modern transport issues.

By 2016, living in an ever connected world, these themes will be even more pressing in our busy cities and communities. This World Congress will be Australia's opportunity to foster further international cooperation in unleashing the power of ITS.

While visiting the World Congress I encourage you to extend your stay to experience the hospitality and natural beauty of Australia and our close neighbour New Zealand.

Brian Negus
ITS Australia President
and ITS World Congress 2016 Chair

HOST ORGANISATION ITS AUSTRALIA

Established in 1992, Intelligent Transport Systems Australia (ITS Australia) is Australia's only organisation focused on facilitating the development and deployment of advanced technologies across all modes of transport; air, sea, road and rail. ITS Australia is an incorporated, not-for-profit organisation representing members of industry including government, private companies, customer organisations and academia. ITS Australia helps take products to market via direct links to customers and business partners through the global ITS network. This network comprises over 850 ITS organisations and their members; including regional bodies such as ITS America, ERTICO and ITS Asia Pacific. This clustering has encouraged collaboration in research and development, resulting in the promotion of many Australian technologies that have consistently impressed world markets.

www.its-australia.com.au

itsaustralia
Intelligent Transport Systems

ABOUT THE
23RD ITS WORLD CONGRESS 2016

ITS WORLD CONGRESS 2016 THEMES

Challenges and Opportunities of Big Open Data

Collection, transmission, and analytics including crowd sourced and V2X data. Privacy and inter-agency issues. Evolution from sparse infrastructure based sensor to ubiquitous vehicle based sensing and real-time predictive traveller information.

Smart Cities and New Urban Mobility

User experience, quality of travel, connectivity and traveller information, future traffic management. Changing models for vehicle use sharing and ownership. Seamless mobility and public transport. Rural areas.

Vehicle and Network Safety

Interventional systems for connected vehicles. Smart, safe infrastructure and support for augmented or automatic vehicles.

Environmental Sustainability

Technology, policy and incentives supporting environmentally sustainable operation and choices.

Cooperative and Automated Vehicles

Increasing augmentation of human driver capabilities. Convergence of sensing, communications and automatic control. Infrastructure requirements for an increasingly automated fleet.

Mobile Applications

Seamless connectivity and convergence of mobile devices and transport platforms. Traveller information, payment, ticketing, crowd sourcing, incentivisation, gamification.

Future Freight

Efficiency of the freight task, automated freight and logistics. Differentiated quality of service and last mile efficiency. Multi modal approaches and interfaces.

Policy, Standards and Harmonization

Supportive technology and regulatory frameworks for accelerated deployment and benefit harvesting.

Dates: 10–14 October 2016

Venue: Melbourne Convention and Exhibition Centre
Melbourne, Australia

Over 7,000 attendees from around 60 countries worldwide

Visit **www.itsworldcongress2016.com** for the latest information

Email: sponex.sales@itsworldcongress2016.com for more information on sponsorship and exhibition sales opportunities

Tel: +61 3 9320 8631
Fax: +61 3 9320 8699

THE CONGRESS VENUE

The Melbourne Convention and Exhibition Centre is located on the banks of the Yarra River, only a short walk from Melbourne's central business district, and a 20–minute drive to Melbourne International Airport connects MCEC to the rest of Australia and the world.

Melbourne Convention and Exhibition Centre (MCEC)

1 Convention Centre Place
South Wharf 3006 VIC

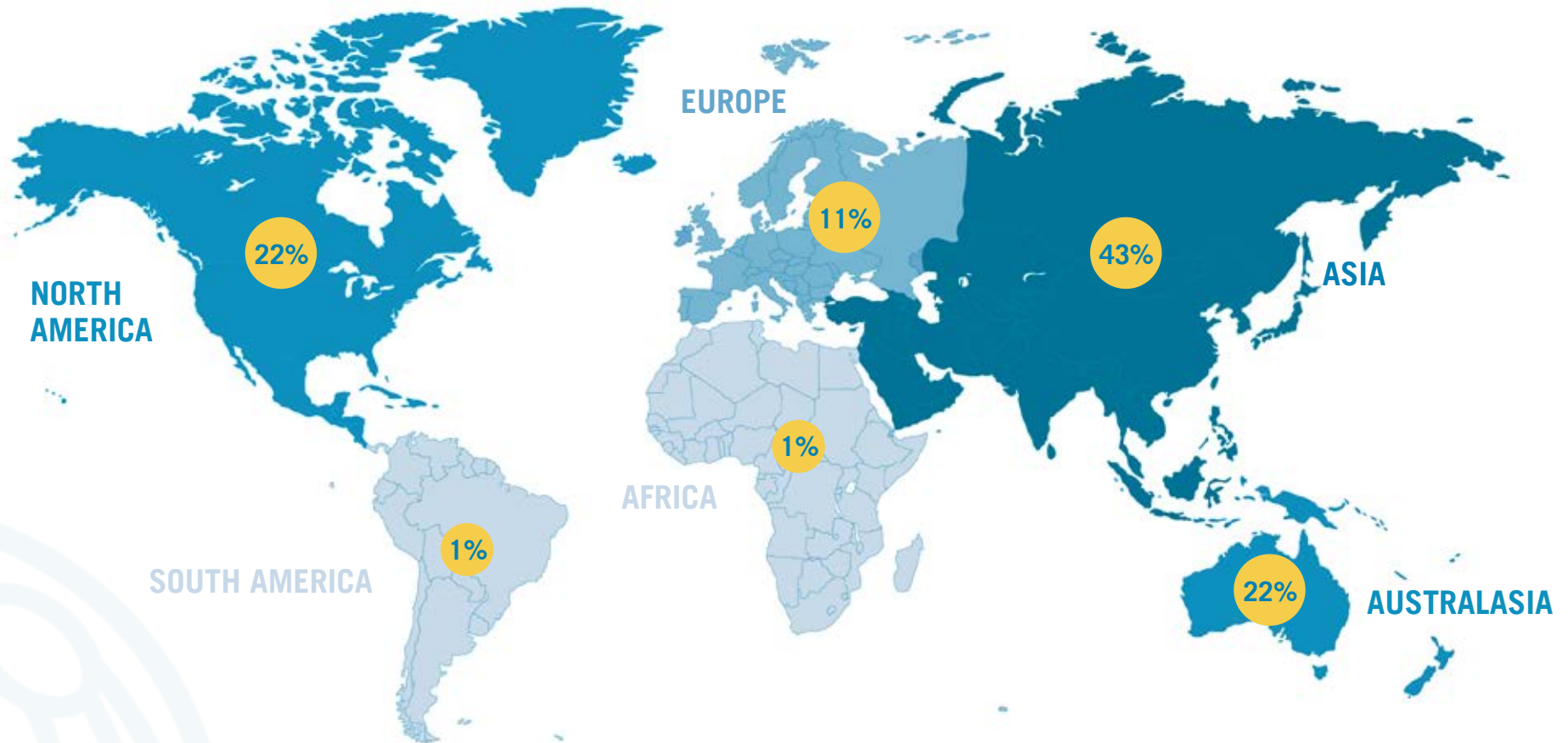**www.mcec.com.au**

CONGRESS OBJECTIVES

The World Congress on Intelligent Transport Systems (ITS) facilitates and influences global cross-talk of technologies and services towards making the full deployment of intelligent transport systems a smart and sustainable reality.

Surging growth in international demand will ensure that the 23rd ITS World Congress in Melbourne in 2016 will be the largest gathering of ITS researchers, developers and users in the Asia Pacific region for three years.
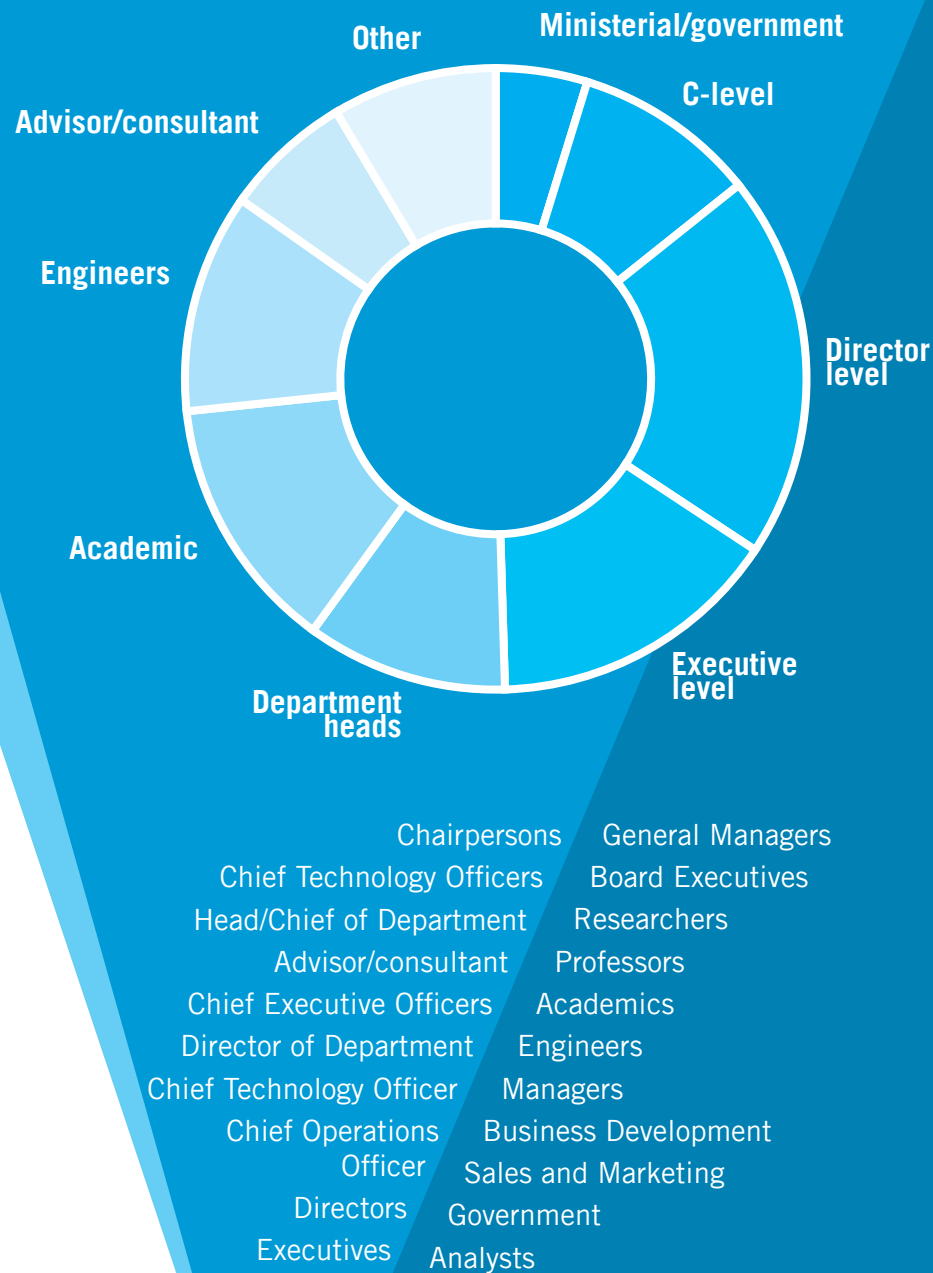
The 2016 theme will be to showcase the contribution of ITS to the delivery of liveable cities and communities. Melbourne is the perfect venue to demonstrate this theme, having been named the World's Most Liveable City five times in the last decade. Liveability is enhanced by each of the key areas of ITS contribution, in the delivery of safe transport operations, the support of efficient and productive networks and the improvement of environmental outcomes. We will demonstrate Australian capabilities in each of these areas and invite our ITS colleagues from across the globe to share their advances in delivering desirable society outcomes for the community.

23RD ITS WORLD CONGRESS 2016
AUDIENCE PROFILE

EUROPE — 11%

NORTH AMERICA — 22%

ASIA — 43%

AFRICA — 1%

SOUTH AMERICA — 1%

AUSTRALASIA — 22%

EXPECTED BREAKDOWN OF DELEGATES BY GEOGRAPHY (%)

INDUSTRIES AND SECTORS

System integrators
Infrastructure contractors
Consulting firms
Road safety professionals
Telecommunications
Regulatory authorities
Civil contractors
Insurance companies
Taxi industry
App developers
Mining sector
Automation
Public transport
Cyber security
Aviation, rail and sea-ports
Spatial industry
Freight
Toll road operators
Finance
Automotive manufacturers
Emergency and disaster services
Local government
Start-up community
Municipalities and state agencies

POSITIONS AND JOB TITLES

Other
Ministerial/government
C-level
Advisor/consultant
Engineers
Director level
Academic
Executive level
Department heads

Chairpersons
General Managers
Chief Technology Officers
Board Executives
Head/Chief of Department
Researchers
Advisor/consultant
Professors
Chief Executive Officers
Academics
Director of Department
Engineers
Chief Technology Officer
Managers
Chief Operations Officer
Business Development
Directors
Sales and Marketing
Executives
Government
Analysts

WHY PARTNER
WITH ITS 2016?

Whether the objective is to reinforce your company's market superiority, change industry perceptions or simply generate leads and move product, a leading partnership package across the lifecycle of the ITS 2016 World Congress will position your organisation at the very pinnacle of the intelligent transport sector. The opportunities have been specifically designed to provide organisations with benefits that reach beyond visibility and allow the partner to build preference, loyalty, brand value and sales. The entitlements set out below offer the right combination of pre-event, on-site and post-event elements to facilitate year-round engagement of the partner with the ITS community to change attitudes and behaviours in accordance with your business and marketing strategy.

Your organisation will:

Extend your outreach beyond the window of the ITS World Congress 2016 through social media and other content-driven activities linked with pre and post event entitlements, offering **year-round interaction**

Be able to leverage the partnership with ITS Australia through the 2016 World Congress to **activate prospect interactions** through communicating your company events, meetings, member services or web sites

Get **exclusive access to influential delegates** through one-to-one meetings, VIP areas, private networking sessions and social functions

Be able to integrate sales channels, purchases and conduct business by leveraging the promotions, communications and networking of the congress, **driving sales outcomes**

Be able to tap into the ITS community's **interest and loyalty drivers** by utilising the analytics and metric data provided in the build-up to ITS World Congress 2016
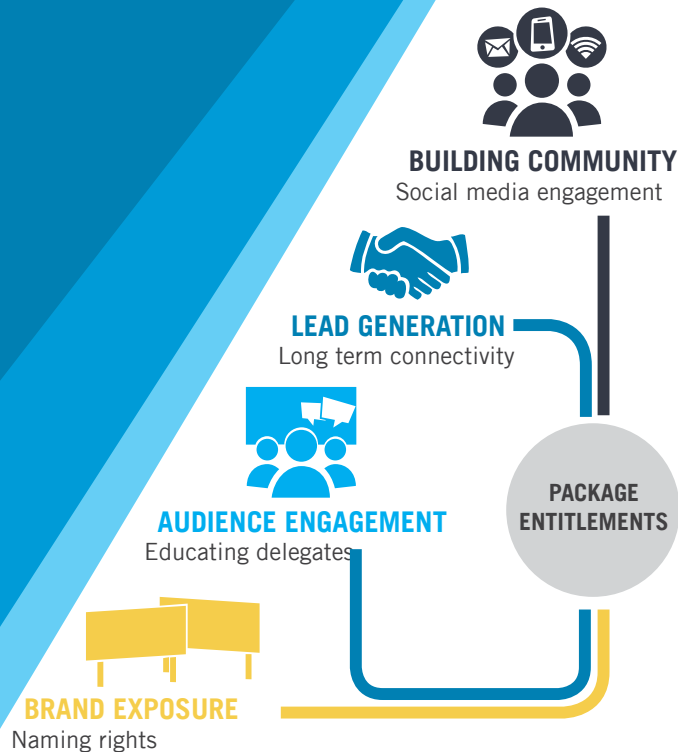
OFFICIAL ITS WORLD CONGRESS 2016 MELBOURNE PREMIER PARTNER

AUD150,000 (INC. GST)

An opportunity for market-leading organisations to become official ITS World Congress 2016 Premier Partners with exclusive access, exposure and naming rights opportunities designed to enable lead generation and business growth.

BUILDING COMMUNITY
Social media engagement

LEAD GENERATION
Long term connectivity

AUDIENCE ENGAGEMENT
Educating delegates

PACKAGE ENTITLEMENTS

BRAND EXPOSURE
Naming rights

Perpetual

Brand association ▪ Exclusive naming rights to a nominated program stream

Brand association ▪ Exclusive naming rights to the ITS World Congress 2016 VIP or Speaker lounge*

depending on availability of other individual naming rights opportunities at the time of application alternative naming rights can be selected.

Pre event

Social media ▪ Partner's selected content to be disseminated pre-event throughout the ITS World Congress 2016 global social media networks

Print and electronic collateral ▪ Logo and recognition of partnership category on all pre-event outgoing marketing material , including but not limited to advertising, media releases, e-newsletters, website, brochures and flyers, promotion at other events (print deadlines apply)

VIP functions ▪ Invitation to nominated VIP functions associated with ITS World Congress 2016 in the lead up to the event, including ITS Australia national events and preceding ITS world congresses

Delegate list ▪ Electronic delegate list provided at 14 days and 7 days prior to the event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates can be made via the organisers.

Market intelligence report ▪ Access to the market intelligence report prepared for ITS Australia with in-depth analysis of the global ITS market and forecasts

On-site benefits

Seating allocation ▪ Preferential seating allocation given to all social activities, as well as the opening and closing ceremonies

VIP access ▪ Opportunity to host one (1) private lunch (at sponsor's expense) with up to 25 participants in attendance at each function throughout the course of the congress. Venue and basic AV to be provided by the organisers.

Ministerial access ▪ Opportunity for one (1) representative to participate in the Ministerial roundtable

C-level access ▪ Eight (8) pre-scheduled private one-to-one meetings with VIPs, speakers or delegates of choice (by mutual agreement and depending on availability)

On-site workshop ▪ Opportunity to conduct one (1) dedicated workshop during the congress marketed to the entire delegation

Delegate passes ▪ Ten (10) complimentary fulltime delegate registration passes and a 25% discount for additional delegate registrations

Recognition ▪ Logo recognition and acknowledgement of your partnership level in plenary sessions, and opening and closing ceremonies

| **Presentation in the program** | • Inclusion in the congress program (C-level or senior executive level speaker) in a nominated concurrent session (subject to International Program Committee approval) |

| **Opportunity to activate** | • The partner will be given the ability to host an activation or mini event in collaboration with ITS World Congress 2016 organising committee (subject to space availability and costings) |

| **Exhibition space** | • Preferential location (allocated in order of partnership level) when purchasing exhibition space |

| **Demonstration or technical tour** | • Opportunity to offer a demonstration of product/service or technical tour to approved location as part of the official program for delegates |

| **Print and electronic collateral=** | • Logo and recognition of partnership category on all printed and electronic collateral available provided to delegates and visitors attending the ITS World Congress 2016, including but limited to mobile app, exhibition guide, program book, advertising opportunities, signage, stage sets |

Post event

| **Post event analysis** | • Comprehensive post event analysis report based on feedback from delegates |

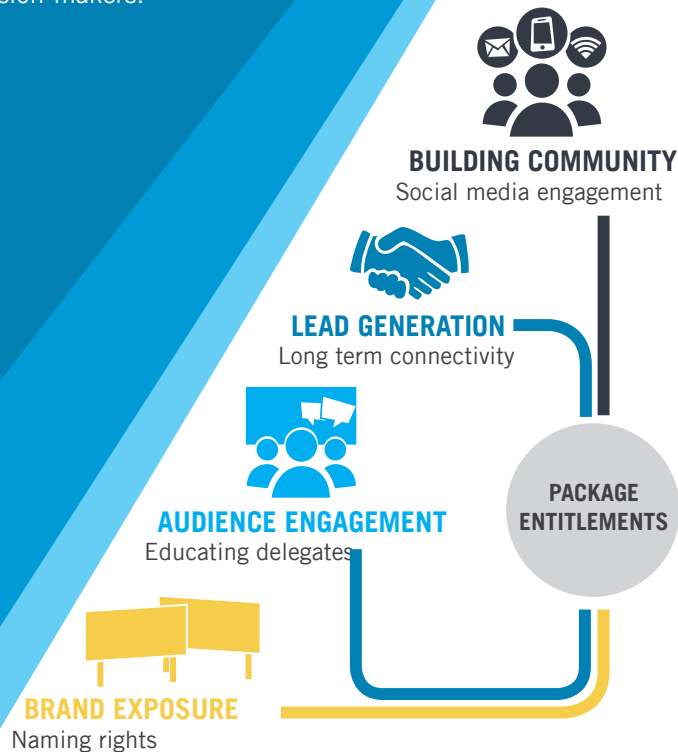| **Delegate list** | • Electronic delegate list with final list of attendees (name, organisation and country only subject to the privacy act) |

| **Electronic communications** | • Logo and acknowledgement of partnership as part of the post-congress summation sent to all ITS World Congress 2016 attendees, as well as ITS Australia monthly newsletter |

OFFICIAL ITS WORLD CONGRESS 2016 MELBOURNE MAJOR PARTNER

AUD95,000 (INC. GST)

An opportunity for organisations that want to make a statement and contribute expertise to become Major Partners of the ITS World Congress 2016. These packages offer a high level of exposure to delegates and are designed to assist the partner in forming long-term connections with influential decision-makers.

BUILDING COMMUNITY
Social media engagement

LEAD GENERATION
Long term connectivity

AUDIENCE ENGAGEMENT
Educating delegates

PACKAGE ENTITLEMENTS

BRAND EXPOSURE
Naming rights

Perpetual

Brand association	▪ Exclusive naming rights to a nominated program stream

Pre event

Social media	▪ Partner's selected content to be disseminated pre-event throughout the ITS World Congress 2016 global social media networks
Print and electronic collateral	▪ Logo and recognition of partnership category on all pre-event outgoing marketing material , including but not limited to advertising, media releases, e-newsletters, website, brochures and flyers, promotion at other events (print deadlines apply)
Delegate list	▪ Electronic delegate list provided at 14 days and 7 days prior to the event (subject to privacy conditions only name, position, organisation and country). Any correspondence with selected delegates can be made via the organisers.
Market intelligence report	▪ Access to the market intelligence report prepared for ITS Australia with in-depth analysis of the global ITS market and forecasts

On-site benefits

Ministerial access	▪ Organising committee to facilitate a ministerial delegation booth visit on a nominated day
C-level access	▪ Six (6) pre-scheduled private one-to-one meetings with VIPs, speakers or delegates of choice (by mutual agreement and depending on availability)
On-site workshop	▪ Opportunity to conduct one (1) dedicated workshop during the congress marketed to the entire delegation
Delegate passes	▪ Six (6) complimentary fulltime delegate registration passes and a 25% discount for additional delegate registrations
Recognition	▪ Logo recognition and acknowledgement of your partnership level in plenary sessions, and opening and closing ceremonies
Presentation in the program	▪ Opportunity for an in-house industry expert to sit on a panel as part of a program panel discussion (subject to approval by the International Program Committee)
Exhibition space	▪ Preferential location (allocated in order of partnership level) when purchasing exhibition space
Demonstration or technical tour	▪ Opportunity to offer a demonstration of product/service or technical tour to approved location as part of the official program for delegates
Print and electronic collateral	▪ Logo and recognition of partnership category on all printed and electronic collateral available provided to delegates and visitors attending the ITS World Congress 2016, including but limited to mobile app, exhibition guide, program book, signage

Post event

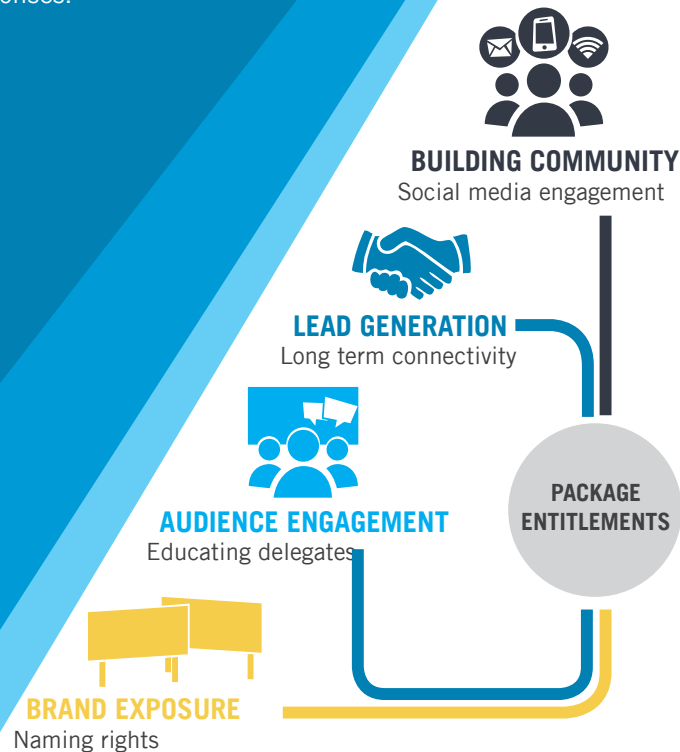|	
Post event analysis	▪ Comprehensive post event analysis report based on feedback from delegates
Delegate list	▪ Electronic delegate list with final list of attendees (name, organisation and country only subject to the privacy act)
Electronic communications	▪ Logo and acknowledgement of partnership as part of the post-congress summation sent to all ITS World Congress 2016 attendees, as well as ITS Australia monthly newsletter

OFFICIAL ITS WORLD CONGRESS 2016 MELBOURNE SUPPORTING PARTNER

AUD45,000 (INC. GST)

The Supporting Partner packages are designed for organisations with a sizeable market share within ITS and are seeking growth opportunities. The packages allow access to influential delegates, the opportunity to educate and change perceptions as well as generate leads and gauge market responses.

BUILDING COMMUNITY
Social media engagement

LEAD GENERATION
Long term connectivity

AUDIENCE ENGAGEMENT
Educating delegates

PACKAGE ENTITLEMENTS

BRAND EXPOSURE
Naming rights

Pre event

Print and electronic collateral
- Logo and recognition of partnership category on all pre-event outgoing marketing material , including but not limited to advertising, media releases, e-newsletters, website, brochures and flyers, promotion at other events (print deadlines apply)

Delegate list
- Electronic delegate list provided at 7 days prior to the event (subject to privacy conditions only name, position, organisation and country).

On-site benefits

C-level access
- Two (2) pre-scheduled private one-to-one meetings with VIPs, speakers or delegates of choice (by mutual agreement and depending on availability)

On-site workshop
- Opportunity to conduct one (1) dedicated workshop during the congress marketed to the entire delegation

Delegate passes
- Four (4) complimentary fulltime delegate registration passes

Recognition
- Logo recognition and acknowledgement of your partnership level in plenary sessions

Exhibition space
- Preferential location (allocated in order of partnership level) when purchasing exhibition space

Demonstration or technical tour
- Opportunity to offer a demonstration of product/service or technical tour to approved location as part of the official program for delegates

Print and electronic collateral
- Logo and recognition of partnership category on all printed and electronic collateral available provided to delegates and visitors attending the ITS World Congress 2016, including but limited to mobile app, exhibition guide, program book, signage

Post event

Delegate list
- Electronic delegate list with final list of attendees (name, organisation and country only subject to the privacy act)

Electronic communications
- Logo and acknowledgement of partnership as part of the post-congress summation sent to all ITS World Congress 2016 attendees, as well as ITS Australia monthly newsletter

LANYARD SPONSOR

Expressions of interest being sought

(EXCLUSIVE)

Sponsor the congress lanyards, provided to every attendee attending the ITS World Congress 2016 at the time of registration.

- Sponsor logo on the congress lanyard, to be co-branded with ITS World Congress 2016 and the Victorian Government logo
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)
- Lanyards will be supplied by organisers, however there is opportunity for sponsor to provide own branded lanyards (at own cost) subject to design and production specifications, and organiser approval. Lanyards to be sustainably sourced

Approximately 7,000 units required although the congress organisers will advise final numbers.

GALA DINNER SPONSOR

AUD50,000

(EXCLUSIVE)

Sponsor the prestigious Gala Dinner of the ITS World Congress 2016 on Thursday 13 October 2016.

The Gala Dinner will be the congress highlight and celebrated with a 3-course seated dinner and quality entertainment held at the world class Atlantic in Melbourne's Docklands precinct.

- Acknowledgement during the Gala Dinner and opportunity to respond with a brief speech (5-minutes)
- Opportunity to provide two pull-up banners at the entrance to the Gala Dinner, and two on the stage
- Opportunity to provide branded guest gift or merchandise* (subject to organiser approval)
- Sponsor logo on Gala Dinner menu
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- 10 complimentary tickets (one reserved table) to the Gala Dinner
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)

Note: Sponsorship does not imply a role in the decision making process for event related theming, entertainment, menu or other elements. All arrangements and final decision making is with congress organisers.

SATCHEL SPONSOR*

AUD40,000 – satchels are additional, sponsor to supply

(EXCLUSIVE)

Sponsor the congress satchel, provided to full registered delegates attending the ITS World Congress 2016 at the time of registration.

- Sponsor logo on the congress satchel, to be co-branded with ITS World Congress 2016 and the Headline Partner/s (if applicable)*^
- Opportunity to provide an insert, delegate gift or promotional item in the congress satchel* (insert item/gift is subject to organiser approval)
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)
- Sponsor is required to provide satchel (at own additional cost) subject to design and production specifications. Congress organisers can assist in finding suppliers; final item and design is subject to organiser approval.

Approximately 5,000 units required although the congress organisers will advise final numbers.

WELCOME RECEPTION SPONSOR
AUD35,000
(EXCLUSIVE)

Sponsor the Welcome Reception, which will take place as part of the official exhibition opening, of the ITS World Congress 2016 on Monday 10 October 2016.

The Welcome Reception will be celebrated in style with a cocktail function and entertainment being held in the exhibition hall.

- Acknowledgement during the Welcome Reception and opportunity to respond with a brief speech (5-minutes)
- Opportunity to provide two pull-up banners at the entrance to the Welcome Reception, and two on the stage during the Opening Ceremony
- Opportunity to provide branded guest gift or merchandise* (subject to organiser approval)
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- 20 complimentary tickets to the Opening Ceremony, and the following Welcome Reception and Exhibition Opening
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)

Note: Sponsorship does not imply a role in the decision making process for event related theming, entertainment, menu or other elements. All arrangements and final decision making is with congress organisers.

REGISTRATION AREA SPONSOR
AUD30,000
(EXCLUSIVE)

Sponsor the main delegate registration area located in the convention centre foyer at the ITS World Congress 2016.

- Sponsor logo integrated into the design of the main delegate registration desk and self-registration terminals, to be co-branded with ITS World Congress 2016 and Headline Partner/s (prominent)^
- Sponsor acknowledged on the Registration Confirmation document
- Opportunity to provide two pull-up banners at the registration desk
- Opportunity to provide an insert, delegate gift or promotional item handed out during registration* (insert item/gift is subject to organiser approval)
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)

MOBILE APP SPONSOR
AUD30,000
(EXCLUSIVE)

Sponsor the congress mobile app—be in the palm of every delegate's hand attending the ITS World Congress 2016.

- Sponsor logo on the mobile app home screen, to be co-branded with ITS World Congress 2016
- Continuous mobile app banner advert (positioned at the discretion of the organisers)
- Opportunity to integrate sponsor technology into mobile app (subject to production specifications, capability and organiser approval)
- Opportunity to provide a single-page PDF advertisement to be downloaded via the mobile app~
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)

Mobile app inclusions (capabilities, content and framework) to be advised by the organisers. Additional applications, features and technology integration may be available, subject to organiser approval and technical capabilities— additional costs may apply.

COFFEE CART SPONSOR
(EXCLUSIVE)

SOLD

Sponsorship includes exclusive branding rights to all coffee carts, barista stations and coffee cups that are served in the exhibition hall and convention centre for duration of the congress. Barista stations are prohibited from being located on any other exhibition booth apart from the Coffee Cart Sponsor stand.

Multiple coffee carts positioned throughout the convention centre and exhibition hall will be serviced by professional baristas and will provide attendees with quality espresso coffee, gourmet tea and sumptuous hot chocolate during the congress week.

SUSTAINABILITY SPONSOR

AUD25,000 - item additional, sponsor to supply
(EXCLUSIVE)

Align your leading edge sustainability solutions with the ITS World Congress 2016's strong commitment to sustainable events, environmental sustainability and innovation.

- Complimentary 30 minute presentation spot in the auditorium in the exhibition hall (subject to scheduling at organiser's discretion)
- Sponsor logo on sustainability information sign at the ITS World Congress 2016 for the duration of the congress from Monday 10–Friday 14 October 2016
- Sponsor logo on name badge recycle bin
- Sponsor logo on satchel recycle bin
- Sponsor logo and acknowledgement on sustainability page of the congress website, with web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other sustainability related material (for example, recycle bins located throughout the Convention and Exhibition Centres) or promotional material where sponsors are recognised at discretion of congress organisers
- Opportunity for further discussion with congress organisers as to additional sustainability opportunities
- Sponsor logo on the Sustainable Event Report produced post-event
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)
- Opportunity to incorporate the ITS World Congress 2016's sustainability outcomes in your future business and sustainability reporting (subject to organiser's approval)

VOLUNTEER UNIFORM SPONSOR

AUD20,000 - uniform items are additional, sponsor to supply
(EXCLUSIVE)

Sponsor the uniform worn by congress volunteers and ushers at the ITS World Congress 2016.

- Opportunity to provide branded apparel to be worn by congress volunteers and ushers* (for example, polo shirts or t-shirts). Organisers can provide help in finding a supplier; final design subject to organiser approval. Apparel to be co-branded with the congress logo.
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)

CONSULTANT PACKAGE

(A) AUD13,500
(B) AUD9,500

(3 AVAILABLE)

Introduce your clients to emerging technology at the ITS World Congress 2016 by spending a day at the event with VIP treatment.

Package A
- 12 Complimentary delegate passes for the day
- VIP access to a demonstration
- Complimentary 30 minute presentation spot in the auditorium in the exhibition hall (subject to scheduling at organiser's discretion)
- Sponsor logo and acknowledgement on congress website with web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)

Package B
- 8 Complimentary delegate passes for the day
- VIP access to a demonstration
- Complimentary 30 minute presentation spot in the auditorium in the exhibition hall (subject to scheduling at organiser's discretion)
- Sponsor logo and acknowledgement on congress website with web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers

Package designed for consultancy firms.

DELEGATE GIFT SPONSOR*

AUD8,000 - item additional, sponsor to supply
(10 AVAILABLE)

Opportunity to provide delegates with a memorable branded gift. Ideas include: KeepCup, luggage tags, multi-charge cable, screen cloth, USB, or congress organisers can assist with other great ideas and in finding suppliers.

- Sponsor to provide a branded delegate gift or novelty item for inclusion in the delegate satchel* (insert item/gift is subject to organiser approval)
- Sponsor logo on congress website, with web link

Approximately 5,000 units required although congress organisers will advise final number. Delegate gift must be smaller than A5 and lightweight. Items for consumption not permitted. Item is subject to organiser approval.

DELEGATE NOTEPAD SPONSOR*

AUD8,000 - item additional, sponsor to supply
(EXCLUSIVE)

- Sponsor to provide branded notepads for inclusion in the delegate satchel* (insert item/gift is subject to organiser approval)
- Sponsor logo on congress website, with web link

Approximately 5,000 units required although congress organisers will advise final number. Notepad must be either A5 or A4 in size. Congress organisers can assist in finding a supplier. Final design is subject to organiser approval

DELEGATE PEN SPONSOR*

AUD8,000 - item additional, sponsor to supply
(EXCLUSIVE)

- Sponsor to provide branded pens for inclusion in the delegate satchel* (insert item/gift is subject to organiser approval)
- Sponsor logo on congress website, with web link

Approximately 5,000 units required although congress organisers will advise final number. Congress organisers can assist in finding a supplier. Final design is subject to organiser approval.

CONCURRENT SESSION SPONSOR

AUD5,000

(LIMITED TO PROGRAM SLOTS AVAILABLE)

Sponsor a (single) concurrent session stream at the ITS World Congress 2016 from Tuesday 11–Friday 14 October 2016.

- Sponsor logo on sponsored concurrent session slide
- Sponsor logo and acknowledgement on congress website with web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers

Single concurrent session availability to be confirmed as the program develops and following first right of selection by the Premier Partners. Single concurrent sessions may include/be limited to: one concurrent session theme or topic within one concurrent session room; single concurrent sessions may be restricted to timings between opening session and morning tea, morning tea and lunch, lunch and afternoon tea, afternoon tea and closing session, or a combination of these timings.

STUDENT AUTONOMOUS VEHICLE CHALLENGES SPONSOR

POA

(3 AVAILABLE)

Sponsor the Student Autonomous Vehicle Challenges at the ITS World Congress 2016.

High school students are challenged to program a model autonomous vehicle. Held on Weds 12 Oct PM, Thurs 13 Oct PM and Fri 14 Oct AM ⁻

Primary school students are challenged to envision future mobility needs, and model and design transportation in such a way that is socially and economically sustainable. Held on Tues 11 Oct AM and Weds 12 Oct AM ⁻

In addition, the Victorian Model Solar Vehicle Challenge will be displayed in the northern forecourt of the Convention Centre on Tues 11 Oct AM and Weds 12 Oct AM of the Congress. ⁻

- Opportunity for sponsor to provide branded caps for students to wear (additional at sponsors' own cost, congress organisers can assist with finding a supplier)*
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)

UNIVERSITY HACKATHON CHALLENGE SPONSOR

POA

(3 AVAILABLE)

Sponsor the University Hackathon Challenge at the ITS World Congress 2016.

The University Challenge will consist of two parts:

- A weekend-long hackathon, organised by National ICT Australia (NICTA) together with support from VicRoads and Public Transport Victoria (PTV)
- A six-month long Grand Challenge, organised together with HERE

As Big Data is a major theme of the congress, a partner is being sought who can provide financial support and provide access to large databases for use in the Hackathon.

- Opportunity for sponsor to provide branded apparel (caps/t-shirts for example) for Hackathon participants to wear (own additional cost,- organisers can assist in finding suppliers)*
- Sponsor logo and acknowledgement on congress website, together with profile and web link
- Sponsor logo in the congress handbook
- Sponsor logo on official sponsor recognition slides
- Opportunity for sponsor logo on other promotional material where sponsors are recognised, at discretion of congress organisers
- Delegate list[1] provided one week prior to the congress and a final copy post congress (electronic)

The University Hackathon Challenge is expected to generate significant publicity.

DIGITAL ADVERTISEMENT~

(A) AUD15,000 - full event
(B) AUD5,000 - per day

(A) 5 AVAILABLE
(B) 20 AVAILABLE
    five adverts per day over four days

Advertise your company, product and/or technology on a digital screen at the ITS World Congress 2016, for the duration—or one day of—the congress from Monday 10–Friday 14 October 2016.

- Full event—one digital advertisement for the duration of the congress
- Daily—one digital advertisement for one day of the congress

Digital advertisements limited to five full event and five daily advertisements (maximum ten digital advertisements) per day. Digital advertisements will rotate from 1–10, with each digital advertisement displaying once in each loop before starting again from the beginning. Sponsor to provide production ready artwork files~. Advertisements will be required minimum four weeks prior to the congress commencement.

HANDBOOK ADVERTISEMENT~

AUD4,000-AUD10,000

All full registered delegates will receive an official ITS World Congress 2016 full colour handbook upon registration at the congress. The handbook will contain essential information about the congress including but not limited to speakers and program, socials and tours, and venue details.

- Back page   **AUD10,000**
- Inside front cover   **AUD7,000**
- Inside back cover   **AUD7,000**
- Full-page colour (portrait)   **AUD5,000**
- Half-page colour (landscape)   **AUD4,000**

The A4 handbook will be produced in full colour. Artwork specifications to be provided by the organisers. Artwork will be required approximately six weeks prior to the congress commencement.

EXHIBITION GUIDE ADVERTISEMENT~

AUD3,000-AUD7,000

All exhibition visitors to the ITS World Congress 2016 will receive an Exhibition Guide, containing an exhibitor listing and other essential information pertaining to the congress exhibition.

- Inside front cover colour   **AUD7,000**
- Inside back cover colour   **AUD7,000**
- Full-page mono (portrait)   **AUD4,000**
- Half-page mono (landscape)   **AUD3,000**

PRE-CONGRESS EMAIL PROMOTION~

AUD5,000 each

Reach the ITS World Congress 2016 database via pre-congress promotional newsletters.

- Provide a footer banner advertisement to be integrated into one global promotional newsletter

Artwork specifications and promotions schedule to be provided by the organisers. Artwork required minimum two weeks prior to the scheduled email, subject to committee approval.

SATCHEL INSERT FLYER OR BROCHURE*

AUD3,000 - item additional, sponsor to supply

All full registered delegates will receive a satchel upon registration at the congress.

- Sponsor to provide promotional literature for inclusion in the delegate satchel*

Approximately 5,000 units required although congress organisers will advise final number. Insert must be A4 or smaller, lightweight and/or up to maximum 12 pages. Item is subject to organiser approval.

GENERAL TERMS AND CONDITIONS OF SPONSORSHIP

The following terms and conditions apply to your application to sponsor.

- You (sponsoring organisation) by returning a completed, signed and dated form accepts these terms and conditions.
- We/Us (MCI Australia ABN 76 108 781 988) the professional congress organisers representing the local organising committee and the host body (ITS Australia ABN 24 090 235 493) do not accept any errors, omissions or changes.
- Details may change without notice. Please refer to the event website for the latest information.

All applications for sponsorship are based on organisers approval and are not considered confirmed until a Confirmation Letter and Invoice are issued by the organisers. You should diarise a 5-business day turnaround time and contact the organisers if no response has been received.

Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice/s, as per agreed payment terms, which are payable within 14 days unless by prior agreement.
- All prices are quoted in Australian dollars and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged if detailed on the application form. Debits to your credit card, except for accommodation, will appear as MCI Australia on your statement.

If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made before 10 April 2016 will be refunded less 50% of the total purchase price.
- Cancellations made after this date will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.

In the unlikely case that the event cancels

- The extent of refunds will be a matter for the host organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

Print entitlements

- Logos, company names and/or other printed material may, at the congress managers' sole discretion, be reproduced in colour (where possible), OR the nominated event spot colour/s OR mono depending on method of production.
- All items must be provided in suitable material to meet the congress managers' publication requirements and deadlines, and must be provided at 300 DPI at 100% in either JPEG (preferred for website) or EPS (preferred for print) format including, where possible, RGB or Pantone colour equivalents.
- No print or web recognition will be given unless payment terms have been met.

Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.

In addition, your name, organisation and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.

PRINT AND PRODUCTION DEADLINES AND SPECIFICATIONS APPLY TO ALL ITEMS.

*Provision of item and branding at sponsor's expense.
^Other sponsor logos may be included within the overall design.
˜Advertisement specifications to be supplied by the congress managers.
°Subject to committee approval and technology capabilities.
¯All events, dates and timings are subject to withdrawal or change and will be confirmed closer to the congress
[1] Delegate List is provided subject to privacy conditions and includes name, position, organisation and country.

APPLICATION TO PARTNER

IMPORTANT: Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received.

2016 MELBOURNE | its australia
23rd World Congress on Intelligent Transport Systems
Intelligent Transport Systems
Hosted by

CONTACT DETAILS

Title	Given name		Surname	
Position				
Organisation name (for invoicing purposes)				
Organisation name (for marketing purposes)				
Address				
State		Country		Postcode/zip
Telephone		Mobile		
Email		Website		

PARTNERSHIP OPPORTUNITIES (INC. GST)

☐ **Premier Partner** AUD150,000	☐ **Major Partner** AUD95,000	☐ **Supporting Partner** AUD45,000	☐ **Lanyard Sponsor** Expression of interest being sought
☐ **Gala Dinner Sponsor** AUD50,000	☐ **Satchel Sponsor** AUD40,000	☐ **Welcome Reception Sponsor** AUD35,000	☐ **Registration Area Sponsor** AUD30,000
☐ **Mobile App Sponsor** AUD30,000	☐ **Coffee Cart Sponsor** Sold out	☐ **Sustainability Sponsor** AUD25,000	☐ **Volunteer Uniform Sponsor** AUD20,000
☐ **Consultant Package (A)** AUD13,500	☐ **Consultant Package (B)** AUD9,500	☐ **Delegate Gift Sponsor** AUD8,000	☐ **Delegate Notepad Sponsor** AUD8,000
☐ **Delegate Pen Sponsor** AUD8,000	☐ **Concurrent Session Sponsor** AUD5,000	☐ **Student Autonomous Vehicle Challenges Sponsor** POA	☐ **University Hackathon Challenge Sponsor** POA

☐ **Digital Advertisement (A) full event** AUD15,000   ☐ **Digital Advertisement (B) per day** AUD5,000

Handbook Advertisement
☐ **Back page** AUD10,000
☐ **Inside front cover** AUD7,000
☐ **Inside back cover** AUD7,000
☐ **Full-page colour (portrait)** AUD5,000
☐ **Half-page colour (landscape)** AUD4,000

Exhibition Guide Advertisement
☐ **Inside front cover** AUD7,000
☐ **Inside back cover** AUD7,000
☐ **Full-page colour (portrait)** AUD4,000
☐ **Half-page mono (landscape)** AUD3,000

☐ **Pre-congress Email Promotion** AUD5,000   ☐ **Satchel Insert Flyer or Brochure** AUD3,000

TOTAL AUD

PAYMENT METHOD—please tick chosen method

☐ **Australian cheque (payable to MCI Australia)**—International cheques will not be accepted.

☐ **Electronic funds transfer (EFT)** into the following bank account

Bank: National Australia Bank   **BSB number:** 084-255   **Account name:** MCI Australia Pty Ltd   **Account number:** 39 416 5376

Please ensure the amount transferred is equal to the total due INCLUDING any bank charges. To assist in the allocation of your EFT payment, please fax or email remittance advice (which must include your name and organisation) to +61 3 9320 8699 or **sponex.sales@itsworldcongress2016.com** immediately after payment. ABN: 76 108 781 988

☐ **Credit card** charges as per this form (plus a 5% merchant fee) are to be debited to:

☐ **MasterCard**	☐ **Visa**	☐ **American Express**	☐ **Diners Club**
Card holders name			
Credit card number		**Expiry**	**Signature**

INSURANCE

Please complete the following information regarding your broadform (public and products) liability insurance policy. If you are unable to organise insurance cover as required, please contact the organisers to discuss options.

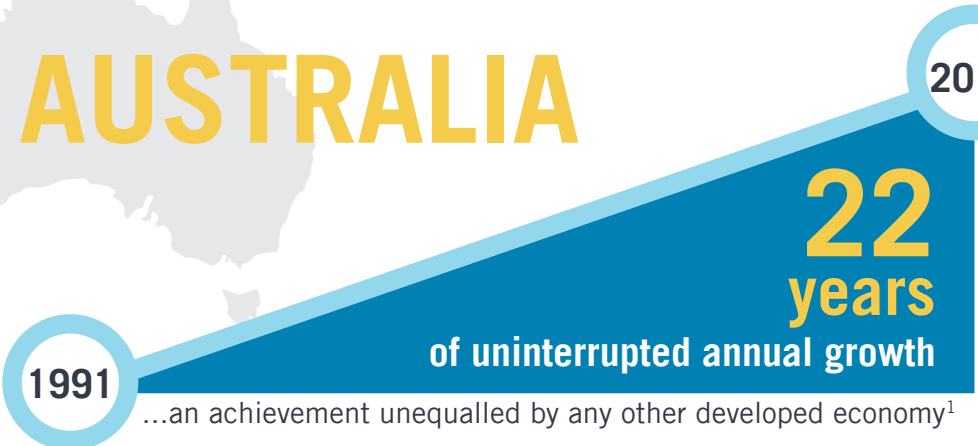| Name of insurer		Policy number	
Date insurance falls due		Insured amount AUD	

DECLARATION

☐ Please tick if you do not wish to receive ITS World Congress 2016 updates via email

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I understand and accept the inclusions of the partner package I am purchasing, and agree to abide by the terms and conditions of participating in this event as outlined below and set out in the Supporting Partner Agreement dated on or about the date of this application.

Name (please print clearly)		Insert total amount payable AUD
Signature	Date	

AUSTRALIA

2012

1991

22 years of uninterrupted annual growth

...an achievement unequalled by any other developed economy[1]

Australia's real GDP growth is expected to outperform every major advanced economy to 2017[1]

#6 Australia 2012 & 2013

Australia ranked sixth in AT Kearney's 2012 and 2013 Foreign Direct Investment (FDI) Index[2]

MELBOURNE'S TRAMWAY SYSTEM

Largest tramway system outside of Europe

4th largest in the world

244 kilometres

450 trams

Australia has the most competitive information technology industry in the Asia-Pacific region and Melbourne leads the nation with...

7900 technology companies

AUD29 billion in revenue[2]

Melbourne WORLD'S MOST LIVEABLE CITY[2] 2011–2015

5 YEARS IN A ROW

[1]IMF World Economic Outlook Database 2015
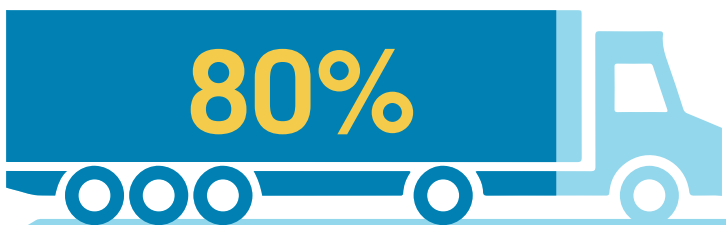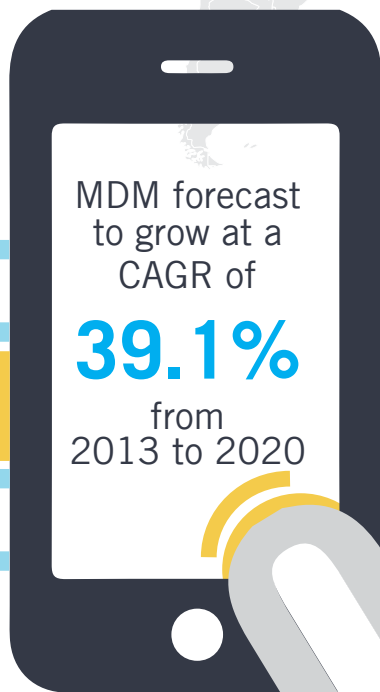[2]Economist Intelligence Unit
[3]Pike Research

ITS

Asia Pacific

Fastest growing region in the global ITS market

Expected growth in road freight by 2030
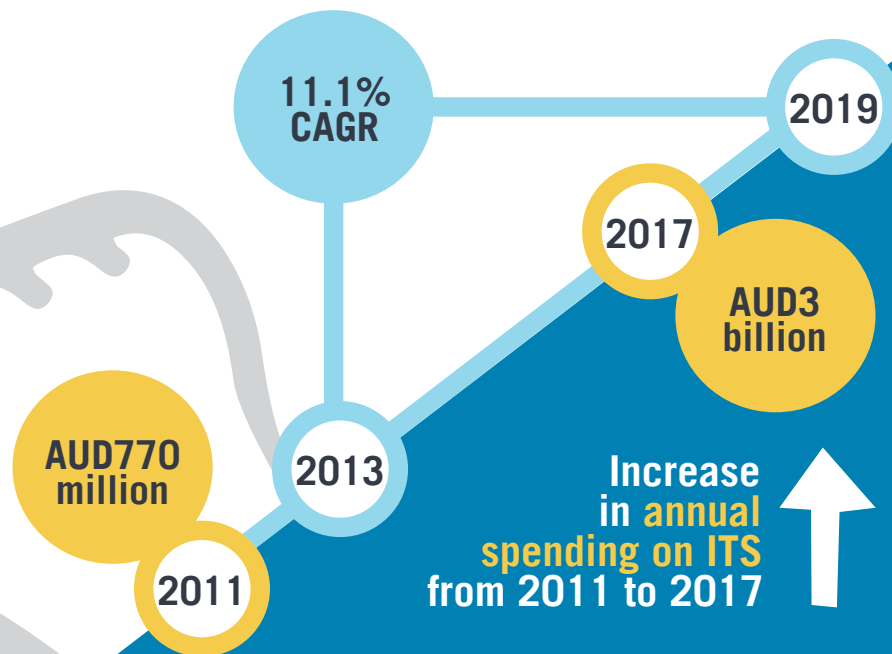
80%

Australian Mobile Device Management Market (MDM)

MDM forecast to grow at a CAGR of

39.1%

from 2013 to 2020

Global investment in **smart transport systems** by 2019[3]

AUD13.2 BILLION

ITS global **Compound Annual Growth Rate** (CAGR) to grow by 11.1% from 2013 to 2019

11.1% CAGR

2019

2017

AUD3 billion

2013

AUD770 million

2011

Increase in **annual spending on ITS** from 2011 to 2017

Australia's connectivity is ranked 1st among 34 OECD countries for wireless broadband

Jerome Buchanan
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