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**Australasian Airports Landside  
Transport Conference 2009**

*You're Always Welcome*

**Sponsorship & Exhibition  
Opportunities**

Mercure Inn Townsville  
14—15 October 2009  
Townsville, Australia





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# INVITATION

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## WELCOME TO TOWNSVILLE: THE CAPITAL OF NORTH QUEENSLAND

Townsville Airport is proud to host the 2009 Australasian Airports Landside Transport Conference. We know you will enjoy the sunshine and beautiful climate of our city in the tropics. Townsville offers more than 300 sunny days each year – perfect weather to enjoy a diversity of experiences that range from the excitement of bull-riding and 'barra' fishing, to the magic of Magnetic Island, the historical charm of Charters Towers, the breathtaking rainforest of the Paluma Ranges, the cane fields and community of the Burdekin and the pristine paradise of Mission Beach.

Townsville Airport is delighted to invite you to be a sponsor for the Annual Australasian Landside Transport Conference being held in tropical Townsville on 14-15<sup>th</sup> October 2009. Townsville is hosting the 3<sup>rd</sup> Annual conference after 2 very successful events in past years in Auckland and Brisbane.

A wide variety of participants from across Australia and New Zealand are expected to attend. Townsville is hoping to attract the same amount of interest as the other conferences, expecting approx 120 delegates. The Australasian Landside Transport Conference is an opportunity for Australasian Airports to meet in a non competitive environment to discuss Landside Transport issues and outcomes. The focus of the conference is to "share" information.

As per the previous years model, registration fees are kept modest to encourage a strong attendance. Therefore the event survives financially on the support provided by key sponsors.

## CONFERENCE OVERVIEW

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Objectives: To host an Australasian conference for small- large airports communicating information in relation to:

- Landside Transport Issues & Outcomes
- Passenger Facilitation Issues & Outcomes
- Car Parking Issues & Outcomes
- Regulatory Compliance & Communication mapping
- To meet and form relationships with other airports and aviation inspired companies

## BENEFITS TO YOUR COMPANY

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- Displaying and advertising your business to a wider audience with branding and/or product displays as well as the opportunity for speaking at the conference.
- Networking with potential clients.
- Being associated with the first non-profit, non-competitive Landside Transport conference in Australia & New Zealand

This document outlines opportunities available. Choose the option that best suits your organisation, complete the application and forward with your preferred payment option to secure your choice.

The AHPA Conference provides many opportunities for sponsorship participation and is in no way limited. We would welcome the opportunity to discuss your marketing objectives and any further ideas you may have on sponsorship.

### Event Organising Committee:

Madonna Simmons  
Danielle Sherlock

For further information regarding sponsorship, please contact:  
Antoinette Woods  
Conference Manager  
Phone: +61 7 4725 5019  
Email: [info@tailoredstatements.com.au](mailto:info@tailoredstatements.com.au)

*Tailored*  
**Statements**  
by Antoinette Woods

## **Gold Sponsor:**

**\$15,000**

- Recognition as a Gold Sponsor in the conference publications:
  - ⇒ Brochure and program
- Recognition as a Gold Sponsor during the opening and closing ceremonies including logo on large screen
- Logo printed in conference publications
- One quarter page advertisement in the conference program
- Two complimentary conference registrations
- Two additional invitations to the conference social events
- Company name and logo on conference signage
- Company name and logo on conference website with link to homepage
- Complimentary exhibition space (5.76 sq mtrs) in a premier area / high visibility location
- Invitation to provide company material in the delegate satchels

As part of your gold sponsorship, choose the naming rights for one (1) of the following packages during the event:

### ***Keynote Speaker*** ***Gala Dinner Sponsor***

#### **Keynote Speaker**

- ⇒ Recognition as sponsor of a keynote speaker in all Conference material
- ⇒ Logo on screen during the plenary speaker session

\* Sponsors will be given the opportunity to select an invited plenary speaker as part of the program as their naming rights speaker. A full list of topics and speakers will be provided.

#### **Gala Dinner Sponsor**

- ⇒ Sponsorship naming rights for the event
- ⇒ Recognition by MC and logo acknowledgement in the dinner program
- ⇒ An introduction to your CEO or representative in thanking them for their partnership at the event
- ⇒ Corporate logo on tables and menus
- ⇒ Opportunity to provide gift packs per attendee
- ⇒ Four additional invitations the conference dinner

## **Silver Sponsor:**

**\$5,000**

- Recognition as a Silver Sponsor in the conference publications
- Recognition as a Silver Sponsor during the opening and closing ceremonies including logo on large screen
- One complimentary conference registration
- One additional invitation to the conference social events
- Company name and logo on conference signage
- Company name and logo on conference website with link to homepage
- Invitation to provide company material in the delegate satchels

As part of your silver sponsorship, choose the naming rights for one (1) of the following packages during the event:

***Welcome Reception Sponsor***  
***Conference Satchel***  
***Conference Name Badge & Lanyard***  
***Conference Program***  
***Workshop Breakfast***

### **Conference Satchel**

- ⇒ Your company logo included on all official conference satchels. This is a high-visibility opportunity for your company with long term promotional exposure. The style of satchel will be selected in conjunction with the sponsor.

### **Conference Name Badge & Lanyard Sponsor**

- ⇒ Your company logo included on all delegate, speaker and official name badges. This is a high-visibility opportunity for your company
- ⇒ Opportunity to provide branded lanyards for delegates

### **Welcome Function Sponsor**

- ⇒ Sponsorship naming rights for the event
- ⇒ Opportunity to display company signage at the Welcome Reception
- ⇒ An introduction to your CEO or representative in thanking them for their partnership at the event
- ⇒ Two additional invitations to the Welcome Reception

### **Conference Program**

- ⇒ Logo on front of Conference program
- ⇒ Company profile (200 words) in document
- ⇒ One quarter page advertisement in the conference program

## **Bronze Sponsor:**

**\$3,000**

- Recognition as a Bronze Sponsor in the conference publications
- Company name and logo on conference signage
- Company name and logo on conference website with link to homepage

As part of your bronze sponsorship, choose the naming rights for one (1) of the following packages during the event:

### ***Refreshment Sponsor***

### ***Lunch Sponsor***

### ***Conference Stationery Sponsor***

#### **Refreshment Sponsor**

- ⇒ Choice of morning or afternoon tea breaks
- ⇒ Display table for promotional materials during your sponsored break only
- ⇒ Logo and brochures on food and beverage tables during your sponsored break only
- ⇒ Opportunity to display signage in refreshment break areas during your sponsored break only

#### **Lunch Sponsor**

- ⇒ Corporate logo display in the catering area during your sponsored break only
- ⇒ Display table for promotional materials during your sponsored break only
- ⇒ Logo and brochures on food and beverage tables during your sponsored break only
- ⇒ Opportunity to display signage in catering areas during your sponsored break only

#### **Conference Stationery Sponsor**

- ⇒ Your company logo included on official stationery for the Conference. This is a high-visibility opportunity for your company.

# TRADE EXHIBITOR PACKAGE

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AHPA will provide a small exhibition component as part of the conference. Exhibitors are invited to take part in the conference.

Booth/area Size	Cost
3m x 2.4m	\$1,500 (excl GST)

## All exhibition spaces will include:

- Back wall/poster board
- 1 x standard company sign
- 1 x 4 amp power supply
- 1 x high dry bar/cocktail table and 2 x bar stools

## 1 x Exhibitor Registration which Includes:

- ⇒ Conference satchel
- ⇒ All conference sessions
- ⇒ Morning tea and afternoon teas
- ⇒ Lunches
- ⇒ Welcome reception
- ⇒ Conference Dinner

## Additional Trade Exhibitor Registration Fees:

If you have more than one company representative who wishes to attend the Trade Exhibition only, additional passes can be purchased. This cost will be available with registration information.

## Additional Trade Exhibitor Registration Inclusions:

- Conference satchel
- All conference sessions
- Morning, afternoon teas as per the program
- Lunches as per the program

## Set Up & Pull Down:

An Exhibitors Guide, containing all the information required to set up your display will be provided to each confirmed exhibitor closer to the event.

Please refer to the attached draft floor plan for layouts.

# HOW TO BOOK AND PAYMENT DEADLINES

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## **Booking Conditions:**

Acceptance of sponsorship and exhibition applications will be subject to the Organising Committee approval. The Committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the event.

## **Sponsorship & Exhibition Payments:**

In order to confirm your sponsorship and/or Exhibition space we require the **Application to Sponsor / Exhibit** along with your deposit, to be forwarded to the Conference Organisers Office no later than 04 September 2009.

Cheques payable to: Townsville Airport Pty Ltd

EFT Payments:

Account Name: Townsville Airport Pty Ltd

BSB: 064-000

A/C: 11504776

***Please note: all prices are quoted in \$AUD and are exclusive of GST.***

Forward applications and payments to:

AALT Conference  
Conference Organisers Office  
Tailored Statements  
PO Box 298  
HYDE PARK QLD 4812  
AUSTRALIA

## **Cancellation Policy:**

Cancellations will only be accepted in writing, must be signed by the person whose signature appears on this form (or their nominee) and mailed or faxed to the Conference Organisers Office.

***Cancellations received prior to 31 August will have their deposit returned less a \$110 administration fee. Cancellations after 31 August will forfeit their deposit payment.***

# 2009 Australasian Airports Landside Transport Conference

## APPLICATION FORM

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### ABN: 3108125749

Please forward your sponsorship application form to the conference secretariat as detailed below.

Antoinette Woods  
Tailored Statements  
PO Box 298  
HYDE PARK QLD 4812  
AUSTRALIA

Telephone: +61 7 4725 5019  
Facsimile: +61 7 4725 0175  
Email: [info@tailoredstatements.com.au](mailto:info@tailoredstatements.com.au)

### Contact Details:

Please print clearly in block capitals.

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_

Post Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimile: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Event Contact Person: \_\_\_\_\_

### Sponsorship Item:

Please confirm our sponsorship as follows (tick applicable package/s):

All values shown are in Australian dollars. A deposit of 50% of the total is required with your Application Form.

<b>Gold Sponsor</b>	\$15,000	
(Choice of one of the following)		
- Keynote Speaker Sponsor		
- Gala Dinner Sponsor		

<b>Silver Sponsor</b>	\$5,000	
(Choice of one of the following)		
- Conference Satchel		
- Welcome Reception Sponsor		
- Name Badge Sponsor		
- Conference Program		

<b>Bronze Sponsor</b>	\$3,000	
(Choice of one of the following)		
- Refreshment Sponsor ( <i>specify day</i> )		
- Lunch Sponsor ( <i>specify day</i> )		
- Conference Stationery Sponsor		

**Trade Exhibitor Item:**

Please confirm our trade exhibition booth as follows (tick applicable package/s):

*All values shown are in Australian dollars. A deposit of 50% of the total is required with your Application Form.*

		<b>No.</b>	<b>Total Cost</b>
Trade Exhibitor Package	\$1,500 (excl GST)		

**Payment Details:**

Cheques payable to: Townsville Airport Pty Ltd

EFT Payments:

Account Name: Townsville Airport Pty Ltd

BSB: 064-000

A/C: 11504776

Sponsorship Deposit	\$	50% of value
Exhibitor Deposit	\$	50% of value
Sub Total	\$	
GST	\$	10% of subtotal
<b>TOTAL</b>	<b>\$</b>	

**I would like to pay by invoice / cheque:**

Please make cheques payable to Townsville Airport Pty Ltd

All cheques should be made payable in Australian Dollars to the full amount required. The amount on the cheque should reflect the total payment details noted above.

Order number: \_\_\_\_\_

**I would like to pay by EFT**

**Cancellation Policy:**

Cancellations will only be accepted in writing, mailed or faxed and must be signed by the person whose signature appears on this form (or their nominee). Cancellations received prior to 31 August 2009 will have their deposit returned less a \$110 administration fee. Cancellations after 31 August 2009 will forfeit their deposit payment.

I have read the cancellation policy above and accept all of its conditions.

Name (please print): \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_