

OVER 7,000 ATTENDEES  
AND 300 EXHIBITORS  
FROM 60 COUNTRIES



23rd World Congress on Intelligent Transport Systems

# 23<sup>RD</sup> ITS WORLD CONGRESS 2016 MELBOURNE

10-14 OCTOBER 2016

[www.itsworldcongress2016.com](http://www.itsworldcongress2016.com)

# BRANDING OPPORTUNITIES

HOSTED BY



CO-HOSTED BY



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



**ITS—  
ENHANCING LIVEABLE CITIES  
AND COMMUNITIES**



**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](http://www.itsworldcongress2016.com) for the latest information



**Email:** [sponex.sales@itsworldcongress2016.com](mailto:sponex.sales@itsworldcongress2016.com) for more information on sponsorship and exhibition sales opportunities



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

## FAST FACTS

## 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](http://www.mcec.com.au)

## CONGRESS OBJECTIVES

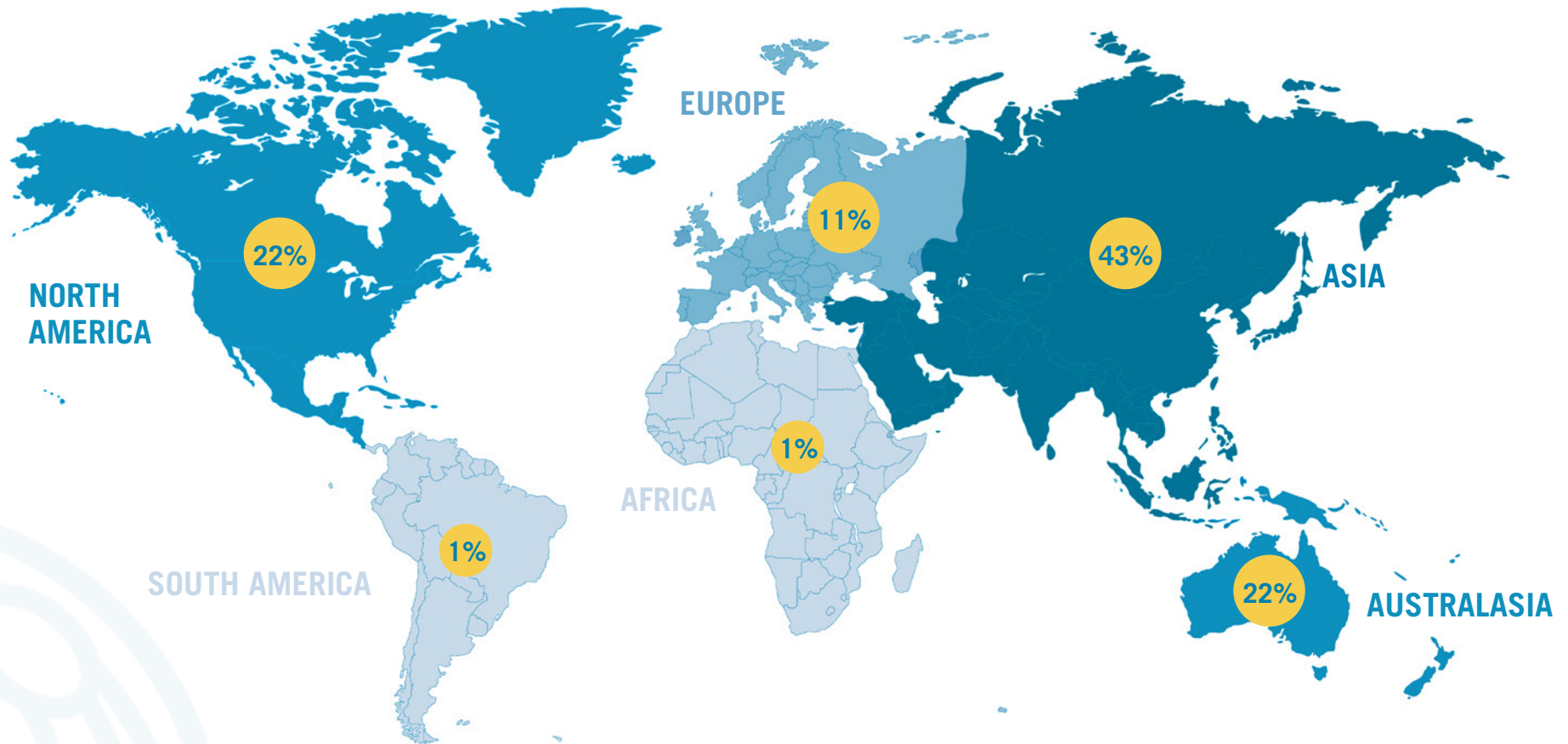
The World Congress on Intelligent Transport Systems (ITS) facilitates and influences global cross-talk of technologies and services towards making the full deployment of intelligent transport systems a smart and sustainable reality.

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.

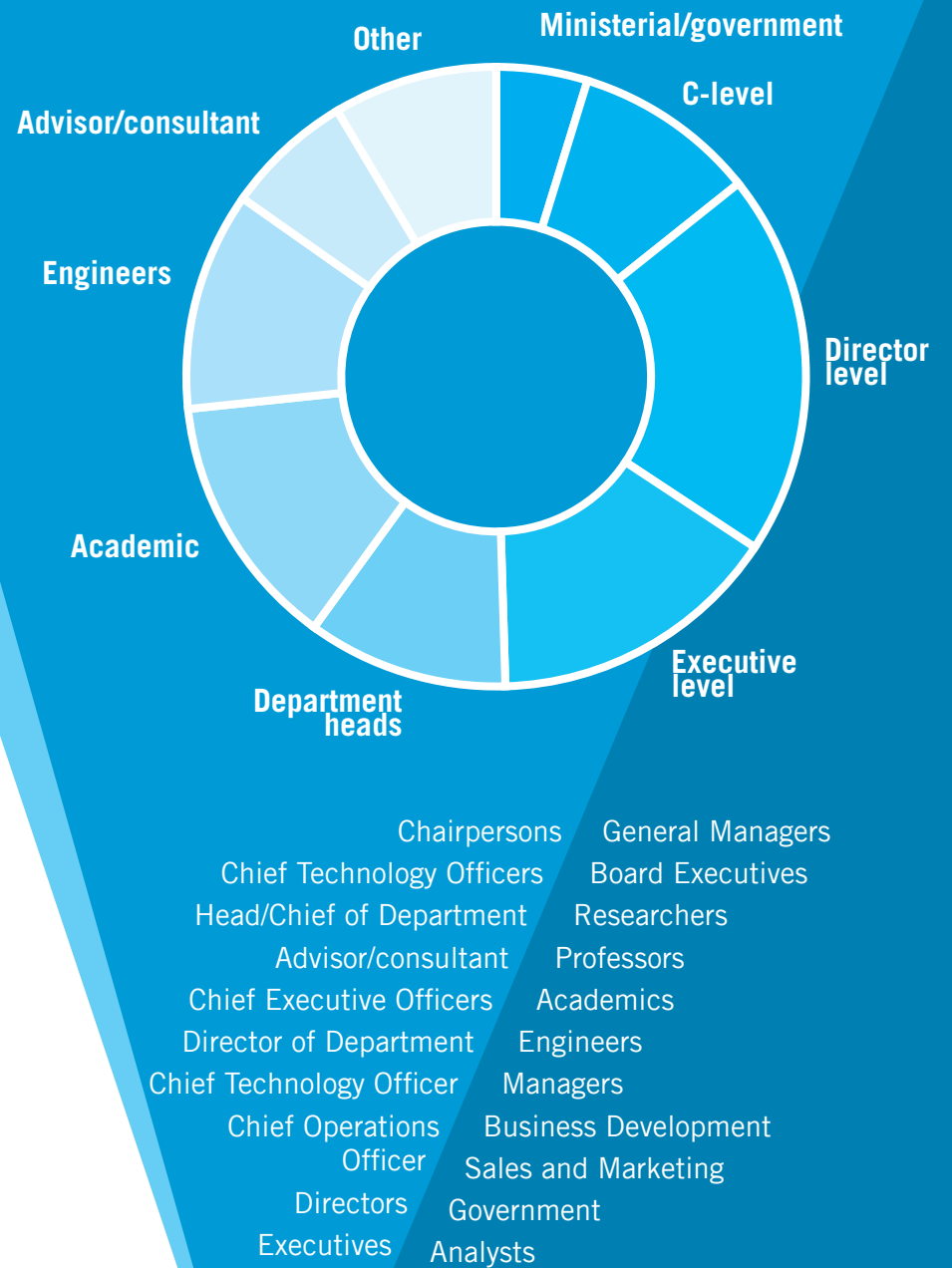
The 2016 theme will be to showcase the contribution of ITS to the delivery of liveable cities and communities. Melbourne is the perfect venue to demonstrate this theme, having been named the World's Most Liveable City five times in the last decade. Liveability is enhanced by each of the key areas of 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



EXPECTED BREAKDOWN OF DELEGATES BY GEOGRAPHY (%)



**INDUSTRIES AND SECTORS**

**POSITIONS AND JOB TITLES**

## ONSITE BRANDING OPPORTUNITIES AT THE CONGRESS VENUE

Throughout the Melbourne Convention and Exhibition Centre (MCEC) lies an array of excellent signage and branding opportunities which ITS 2016 are delighted to offer to our event partners to promote their visibility onsite and maximise their impact.

Choose from:

SELECTED PACKAGES WITHIN EITHER THE CONVENTION OR EXHIBITION CENTRE

OUTDOOR OPTIONS ARE AVAILABLE TO REACH A WIDER AUDIENCE

CALL US TO DISCUSS A TAILORED PACKAGE



# EXHIBITION CENTRE – PACKAGE 1

**AUD15,000 (INC GST) – TWO PACKAGES AVAILABLE**

## EXTERNAL OVERHEAD BANNERS

As the delegates arrive and depart along the pathways of the Exhibition Centre, the External Overhead Banners will be prominently displayed. These six banners hanging in a vertical position directly above the external doors from the walkway into the Exhibition Centre concourse will be visible during all hours of ITS 2016, to both attendees and the general public in the South Wharf precinct.

## CONCOURSE OVERHEAD BANNERS

Located opposite each set of entry doors leading from the concourse into the ITS 2016 Exhibition, these four double-sided overhead banners demand attention of attendees entering the exhibition.

Select from positions 2a & b or 2c & d (see map on page 19).

*Note: ITS 2016 World Congress signage will be displayed alongside packaged signage. Your branding will be alternating with ITS 2016 branding.*

*Images shown are an example only.  
View map for positions of signage.*



# CLARENDON STREET EXTERNAL OVERHEAD BANNERS

**AUD15,000 (INC GST) – EXCLUSIVE PACKAGE**

The Clarendon Street External Overhead Banners will be prominently displayed at the front of the Exhibition Centre. These six banners, hanging in a vertical position, will be visible during all hours of ITS 2016, to both attendees and the general public as they pass by the Exhibition Centre and as they arrive and depart.

Location 1 (see map on page 19) shows where these will be positioned.

*Note: ITS 2016 World Congress signage will be displayed alongside packaged signage. Your three branded banners will be alternating with ITS 2016 branded banners.*

# EXHIBITION CENTRE - BULKHEAD BLADE BANNER

**AUD10,000 (INC GST) – THREE AVAILABLE**

Seen along the Exhibition Centre Concourse in three separate locations, the Bulkhead Blade Banners are available to showcase your brand to ITS 2016 exhibition visitors and the general public.

Choose from locations 3a (west facing), 3c (west facing) or 3f (east facing) – see plan on page 19.

*Note: ITS 2016 World Congress signage will be displayed alongside packaged signage. ITS 2016 branding will appear on locations 3b and 3d*





## EXHIBITION CENTRE – BULKHEADS

**AUD12,000 (INC GST) – THREE AVAILABLE**

### CONCOURSE BULKHEAD BANNER

Make a strong impression as the delegates walk through the Exhibition Centre. The Concourse Bulkhead banners are available in three separate locations along the Exhibition Centre Concourse, allowing you to capture the visitors' attention before they have even entered the exhibition hall, as well as following the pathway delegates will most likely walk from the main hotels to the congress sessions. Additionally delegates on technical tours will use the concourse from the exhibition to the coaches, this ensures a steady stream of foot traffic.

Choose from locations 4a (east facing), 4c (east facing) or 4e (west facing) – see plan on page 19

YOUR BRAND HERE

*Note: ITS 2016 World Congress signage will be displayed alongside packaged signage.*

## EXHIBITION CENTRE – CAR PARK ENTRY

**AUD23,000 (INC GST) – EXCLUSIVE**

This prominent site entrance to the car park of the Exhibition Centre targets passing traffic, drivers entering MCEC and delegates attending selected demonstrations which will be located in the underground car park.

See area 12 on plan on page 21 for location

YOUR BRAND HERE



## EXHIBITION CENTRE – SPENCER ST PEDESTRIAN BRIDGE GLASS PANELS

**AUD15,000 (INC GST) – SEVEN PACKAGES AVAILABLE**

Adjacent to Melbourne Exhibition Centre, the Spencer Street Pedestrian Bridge crosses the Yarra River connecting the city and various hotels to the Congress venue. The bridge is also the main thoroughfare for pedestrians travelling from Southern Cross Station, so with your signage displayed in this prime position, it's hard for people on foot, trams and boats to miss. The additional bonus with this signage is it can be displayed for up to one month. Each package provides for six sections of your branding.

See area 11 on plan on page 21 for location

*Note: ITS 2016 World Congress signage will be displayed alongside packaged signage*





## CONVENTION CENTRE – MAIN FOYER BULKHEAD

**AUD10,000 (INC GST) – EXCLUSIVE**

### MAIN FOYER BULKHEAD

This site is located in the main foyer of the Convention Centre. Fully integrated with the Exhibition Centre, this space will be busy with delegates moving from congress sessions to the exhibition, as well as a pathway for participants going on demonstrations to move from the exhibition to the coach departure points. This area is directly outside Plenary 3 where the opening ceremony, all congress plenary and executive sessions will be held. Additionally Main Foyer 3 will be a hub of activity with registration and information located in this space.

See location 6 on map on page 20.



## CONVENTION CENTRE – STAIRCASE OR ESCALATOR

**FROM AUD3,000-10,500 (INC GST) STAIRCASE – THREE AVAILABLE**  
**AUD12,000 (INC GST) ESCALATOR – FOUR AVAILABLE**

Capture the attention of delegates as they move between the floors of the Convention Centre to reach the Congress rooms, with branding on the staircases or the escalators. With all congress sessions held within the three floors of the Convention Centre, this is a perfect way to get your brand out there.

See location 7 on map on page 20



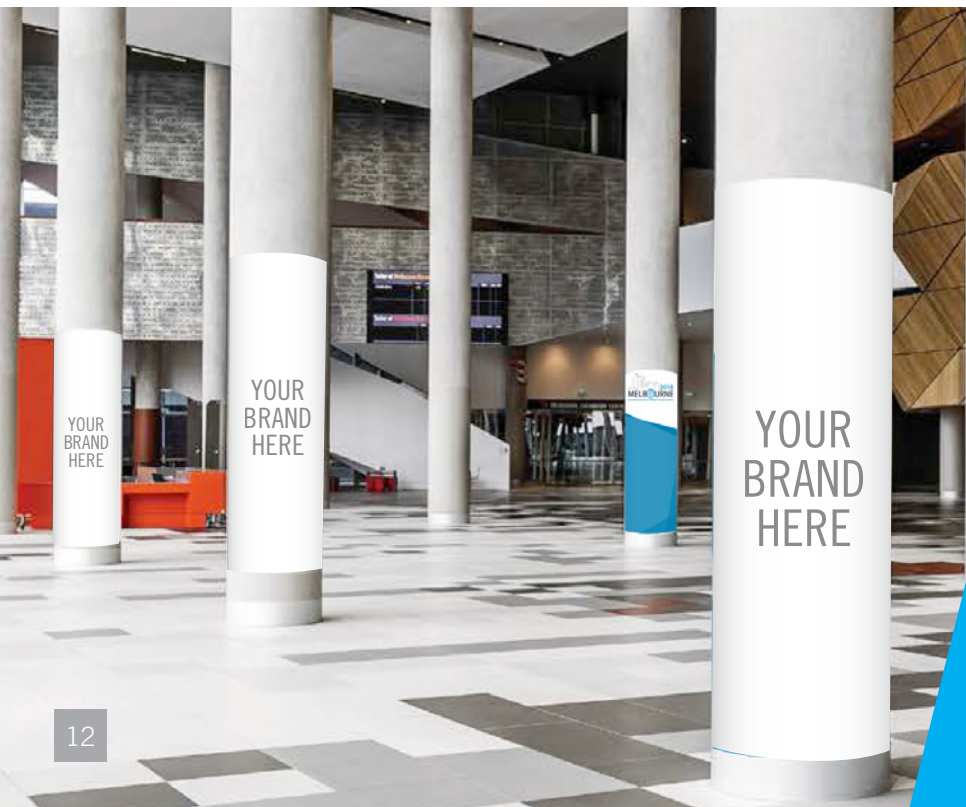
## CONVENTION CENTRE – LEVEL 1

**AUD2,500 (INC GST) – EXCLUSIVE**

### LEVEL ONE WALLS

Targeting attendees as they make their way to level 1 and level 2, where congress sessions, Speaker Support Centre and VIP rooms, and Interactive Poster Sessions are all located, this signage space offers an advertising opportunity that will leave a lasting impression.

*See location 8 on map on page 20*



## CONVENTION CENTRE – COLUMNS

**AUD6,000 (INC GST) – THREE AVAILABLE**

Available throughout the Main Foyer in various locations, these Columns can be utilised to display your messaging to delegates within a high traffic area where the registration desk will be located and a steady stream of foot traffic as delegates move between the exhibition and sessions, as well as getting to the coach departure point for the demonstrations.

*See location 9 on map on page 20*

*Note: ITS 2016 World Congress signage will be displayed alongside packaged signage. Each package includes three signs with your company branding.*

# DIGITAL AND PRINT ADVERTISING OPPORTUNITIES

THERE ARE VARIOUS OTHER OPTIONS FOR BRANDING OPPORTUNITIES THROUGHOUT THE CONGRESS VENUE AND WE INVITE YOU TO CONTACT

JEROME BUCHANAN,  
DIRECTOR, SPONSORSHIP &  
EXHIBITION DEVELOPMENT ON

+61 2 9213 4024

OR

[sponex.mgt@itsworldcongress2016.com](mailto:sponex.mgt@itsworldcongress2016.com)

TO DISCUSS POSSIBILITIES.

## 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

## HANDBOOK ADVERTISEMENT~

AUD4,000-AUD10,000

Artwork Deadline 15 August.

## PRE-CONGRESS EMAIL PROMOTION~

AUD5,000 each

## SACHEL INSERT FLYER OR BROCHURE\*

AUD3,000 - item additional, sponsor to supply

## ONLINE INTERACTIVE FLOORPLAN ADVERTISEMENT

AUD1,500

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.*

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. Deadline 31 July.*

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.*

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.*

Reach visitors to the exhibition floorplan on the ITS 2016 website by placing your advertisement on our interactive online floorplan. Advertise your organisation and booth number and drive visitors to your stand.

*View our online floor plan*

- Sponsor to provide artwork

# GALA DINNER

## GALA DINNER CORPORATE TABLE BOOKINGS

Thinking of a group booking? Corporate Table Bookings will provide your organisation with the opportunity to host key business targets, reward staff and stand out from the crowd. With a reserved table of 10 and enhanced logo branding and recognition in the lead-up and on the night, this is an excellent way to strengthen your industry position amongst key decision-makers, whilst building preference, loyalty, brand value and sales. In keeping with tradition, Gala Dinner tickets are expected to sell out well in advance.

### AUD5,000 (INC GST)

#### Branding

- Corporate Table Booking recognition and branding on Gala Dinner slide
- Verbal recognition by evening MC
- Logo & acknowledgement on promotional collateral
- Logo & acknowledgement on ITS 2016 website

#### Tickets

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**Eleven (11) complimentary tickets to Gala Dinner.  
Tickets valued at \$198 each (total \$2,178)**

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#### Table

- One (1) Premium Reserved Table for eleven (11), with branded table signage

GALA DINNER  
SPONSORED BY TELSTRA



# 2016 ITS AUSTRALIA AWARDS NIGHT

The National ITS Awards are a celebration of excellence in the Intelligent Transport Systems industry, and are proudly hosted by ITS Australia annually. Download flyer [here](#).

This year the Awards Presentation Night will be held on Friday 14 October (the last day of the 23rd ITS World Congress) and in conjunction with the World Congress Board of Directors Closing Dinner. Not only will it be a night to celebrate excellence in the Australian ITS industry, but also a night to celebrate the accomplishments of the World Congress in Melbourne. A double celebration!

Where else to host such a prestigious celebratory industry event and yet capture the essence of Melbourne, but at the home of Australian sport, the MCG. The evening will include pre-dinner drinks in the Melbourne Cricket Ground's Jack Ryder Room followed by sit-down dinner in the AFL Dining Room – offering stunning views over the arena and city skyline. The evening will include an optional guided tour of key MCG highlights including the famous Long Room, player change rooms and a walk out on the arena.

The Awards Night will see approximately 250 industry professionals gathered to celebrate achievements. A perfect opportunity to host key business targets on your own reserved table, reward staff and your final chance to network with leading ITS professionals from around the world.

**10% discount available for ITS Australia Members**

	<b>GOLD</b>	<b>SILVER</b>	<b>YOUNG PROFESSIONAL AWARD SPONSOR</b>	<b>AWARDS BOOK SPONSOR</b>
	<b>AUD11,000 (INC GST)</b>	<b>AUD8,000 (INC GST)</b>	<b>AUD6,000 (INC GST)</b>	<b>AUD6,000 (INC GST)</b>

	<b>EXCLUSIVE</b>	<b>NON-EXCLUSIVE</b>	<b>NON-EXCLUSIVE</b>	<b>NON-EXCLUSIVE</b>
<b>Branding and acknowledgement in accordance with sponsorship level#</b>	Premium	✓	✓	✓
<b>Opportunity for senior representative to give a 5 minute talk at the Awards Night</b>	✓			
<b>Presentation of Award</b>			✓	
<b>Complimentary tickets to Awards Night</b> Tickets valued at \$242 each (non-member)	10	6	1	1
<b>Advertisement in Awards Book#</b>				✓
<b>Opportunity to provide a Door Prize, to be drawn by your company representative at the Awards Night (min value must be AU\$500)*</b>	✓	✓	✓	✓
<b>Opportunity to display banner at entry at Awards Night*</b>	2	1		
<b>Premium Reserved Table, with branded table signage</b>	1			
<b>Sponsorship recognition and branding on Award Night presentation slide, verbal recognition by evening MC, on promotional collateral and ITS Australia Awards website</b>	✓	✓	✓	✓

\*to be supplied by the sponsor with prior approval by ITS 2016 Organising Committee

# Print and production deadlines apply to all inclusions

Where package benefit includes a company representative participating during the AwardsNight Presentation Ceremony, an attendance ticket is required for that person.

# 2016 ITS AUSTRALIA AWARDS NIGHT



## ITS AUSTRALIA NATIONAL AWARDS – TABLE SPONSOR

Thinking of a group booking? Table sponsorship will provide your organisation with the opportunity to host key business targets, reward staff and stand out from the crowd. With a reserved table of 10 and enhanced logo branding and recognition in the lead-up and on the night, this is an excellent way to strengthen your industry position amongst key decision-makers, whilst building preference, loyalty, brand value and sales.

### AUD5,000 (INC GST) – EXCLUSIVE PACKAGE

#### Branding

- Branding and acknowledgement in accordance with sponsorship level #
- Sponsorship recognition and branding on Award Night presentation slide
- Verbal recognition by evening MC
- Logo & acknowledgement on promotional collateral
- Logo & acknowledgement on ITS 2016 website
- Opportunity to display one (1) banner at entry at Awards Night\*

#### Tickets

- Ten (10) complimentary tickets to Awards night. Tickets valued at \$242 each for non-members (total value \$2,420)

#### Table

- One (1) Premium Reserved Table for ten (10), with branded table signage

#### Door Prize

- Opportunity to provide a Door Prize, to be drawn by your company representative at the Awards Night (min value must be AU\$500)\*

**10% DISCOUNT AVAILABLE  
TO ITS AUSTRALIA MEMBERS**

\*To be supplied by the sponsor with prior approval by ITS 2016 Organising Committee

# Print and production deadlines apply to all inclusions



# 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 31 July 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.**

# APPLICATION

**IMPORTANT: Your package will be confirmed in writing and will become effective once agreed payment has been received.**



## 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	

## BRANDING OPPORTUNITIES (INC. GST)

<input type="checkbox"/> Exhibition Centre – Package 1 AUD15,000	<input type="checkbox"/> Convention Centre – Main Foyer Bulkhead AUD10,000	
<input type="checkbox"/> Exhibition Centre – Clarendon Street External Overhead Banners AUD15,000	<input type="checkbox"/> Convention Centre – Level 1 AUD2,500	<input type="checkbox"/> Digital Advertisement (A) full event AUD15,000
<input type="checkbox"/> Exhibition Centre – Bulkheads AUD12,000	<input type="checkbox"/> Convention Centre – Columns AUD6,000	<input type="checkbox"/> Digital Advertisement (B) per day AUD5,000
<input type="checkbox"/> Exhibition Centre – Bulkhead Blade Banner AUD10,000	<input type="checkbox"/> Convention Centre – Escalator AUD12,000	<input type="checkbox"/> Online interactive floor plan advertisement AUD1,500
<input type="checkbox"/> Exhibition Centre – Car Park Entry AUD23,000	<input type="checkbox"/> Convention Centre – Staircase from AUD3,000 - 9,500	<input type="checkbox"/> Gala Dinner – Corporate Table Bookings AUD5,000
<input type="checkbox"/> Exhibition Centre – Spencer Street Pedestrian Bridge Glass Panels AUD27,000	<input type="checkbox"/> Handbook Advertisement	<input type="checkbox"/> ITS 2016 Australia Awards Night - Awards Sponsor
	<input type="checkbox"/> Back page AUD10,000	<input type="checkbox"/> Gold AUD11,000
	<input type="checkbox"/> Inside front cover AUD7,000	<input type="checkbox"/> Silver AUD8,000
	<input type="checkbox"/> Inside back cover AUD7,000	<input type="checkbox"/> Young Professional Award Sponsor AUD6,000
	<input type="checkbox"/> Full-page colour (portrait) AUD5,000	<input type="checkbox"/> Awards Book Sponsor AUD6,000
	<input type="checkbox"/> Half-page colour (landscape) AUD4,000	
<input type="checkbox"/> Pre-congress Email Promotion AUD5,000	<input type="checkbox"/> Satchel Insert Flyer or Brochure AUD3,000	<input type="checkbox"/> Online Interactive Floorplan Advertisement AUD1,500
<b>TOTAL</b>	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](mailto:sponex.sales@itsworldcongress2016.com) immediately after payment. ABN: 76 108 781 988

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

MasterCard     Visa     American Express     Diners Club

Card holders name    Credit card number

Expiry    CCV    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 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 Agreement dated on or about the date of this application.

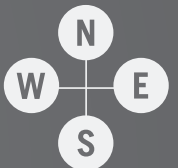
Name (please print clearly)	Insert total amount payable
Signature	AUD
Date	

# Exhibition Centre

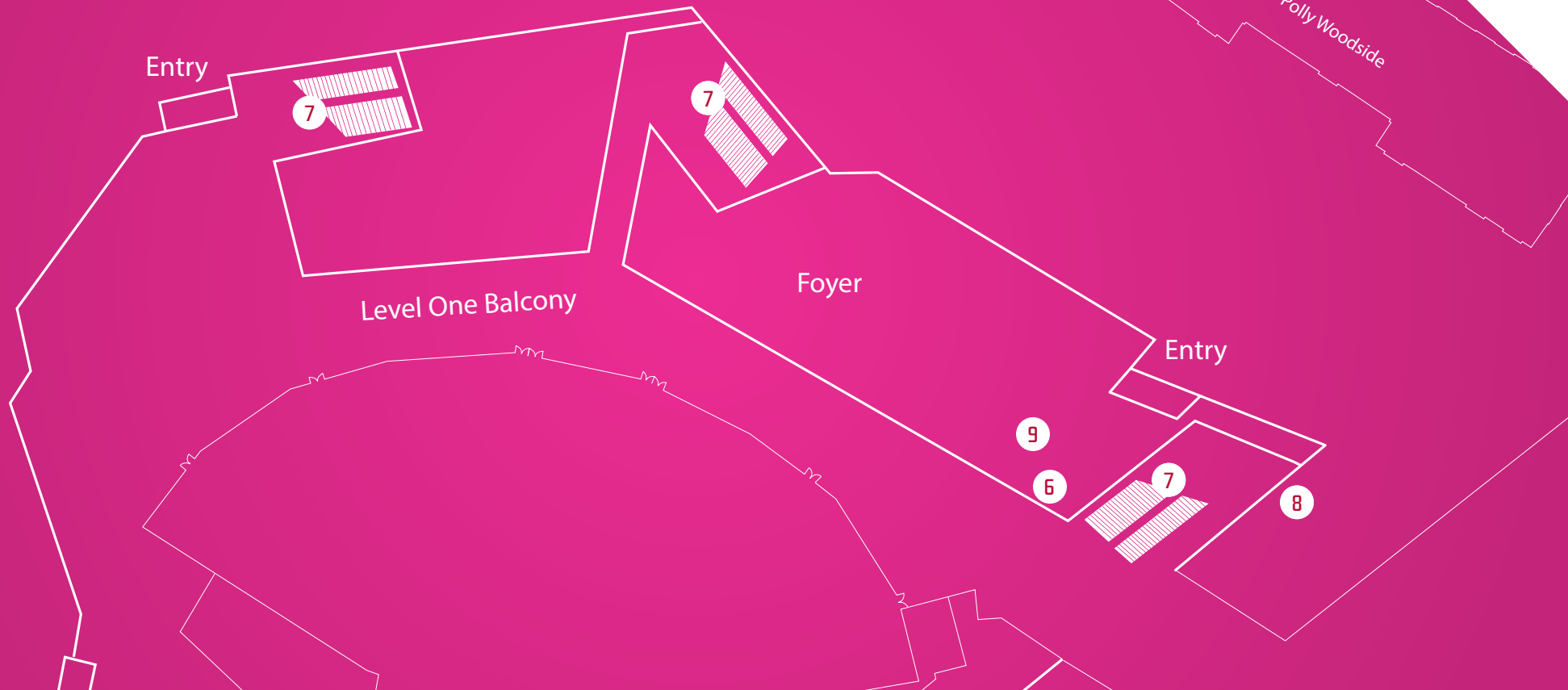


## Key

- 1 Clarendon Street External Overhead Banners
- 2a/c Concourse Overhead Banners
- 2b/d External Overhead Banners
- 3 Concourse Bulkhead Blade Banners (Sides A & B)
- 4 Concourse Bulkhead Banners (Sides A & B)

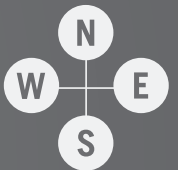


# Convention Centre

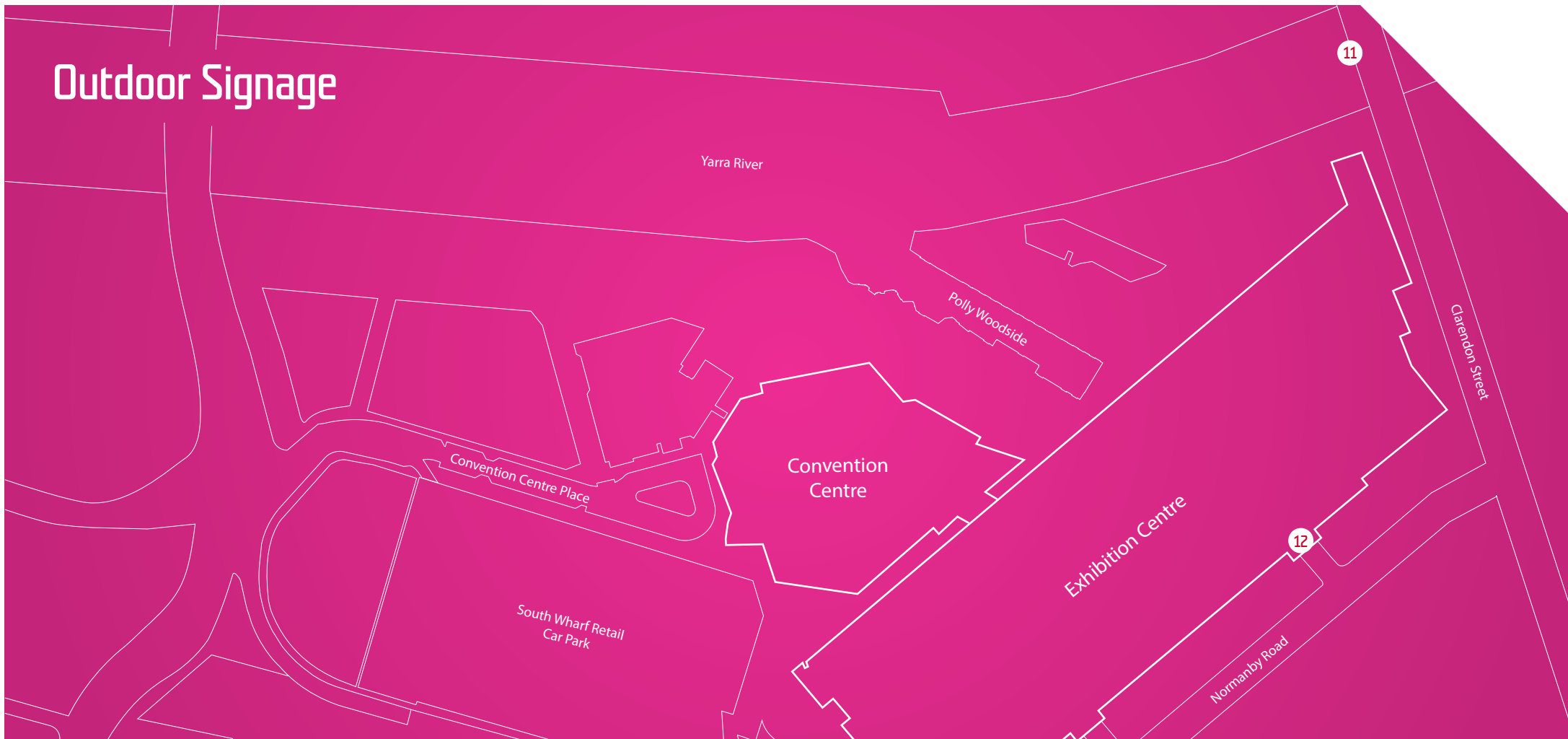


## Key

- 6 Bulkhead 1
- 7 Stairs and Escalators
- 8 Level One Grey Wall
- 9 Columns

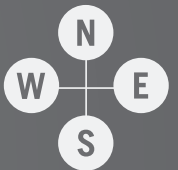


# Outdoor Signage



## Key

- 11 Spencer Street Walk Bridge Glass Panels
- 12 Backlit Supersite Gantry



NOTE: MCEC is responsible for printing and installing all artwork in outdoor signage locations.

**Jerome Buchanan**  
**Sponsorship Development Manager**  
**C/- ITS World Congress 2016 Melbourne**  
**+61 2 9213 4024**  
**[sponex.sales@itsworldcongress2016.com](mailto:sponex.sales@itsworldcongress2016.com)**  
**[itsworldcongress2016.com](http://itsworldcongress2016.com)**