OVER 7,000 ATTENDEES AND 300 EXHIBITORS FROM 60 COUNTRIES

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

23RD ITS WORLD CONGRESS 2016 MELBOURNE
10–14 OCTOBER 2016
www.itsworldcongress2016.com
ITS—ENHANCING LIVEABLE CITIES AND COMMUNITIES
**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.

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**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.

**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 for more information on sponsorship and exhibition sales opportunities

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

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**FAST FACTS**

**Dates:** 10–14 October 2016

**Melbourne Convention and Exhibition Centre (MCEC)**
1 Convention Centre Place
South Wharf 3006 VIC

**www.mcec.com.au**

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**CONGRESS OBJECTIVES**

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23RD ITS WORLD CONGRESS 2016
AUDIENCE PROFILE

EXPECTED BREAKDOWN OF DELEGATES BY GEOGRAPHY (%)

NORTH AMERICA: 22%
EUROPE: 11%
ASIA: 43%
AFRICA: 1%
SOUTH AMERICA: 1%
AUSTRALASIA: 22%
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
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.
CLARENDOON 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.

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.
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 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

**SATCHEL 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.

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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.

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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.

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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.

- Sponsor to provide artwork  

View our online floorplan.
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
Eleven (11) complimentary tickets to Gala Dinner.
Tickets valued at $198 each (total $2,178)

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

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

*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 Awards Night Presentation Ceremony, an attendance ticket is required for that person.
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)*

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

# Print and production deadlines apply to all inclusions

10% DISCOUNT AVAILABLE TO ITS AUSTRALIA MEMBERS
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.

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<tbody>
<tr>
<td><strong>Title</strong></td>
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<tr>
<td><strong>Organisation name (for marketing purposes)</strong></td>
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<td><strong>Address</strong></td>
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<td><strong>Email</strong></td>
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<tr>
<th><strong>BRANDING OPPORTUNITIES (INC. GST)</strong></th>
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<tr>
<td>☐ Exhibition Centre – Package 1 AUD15,000</td>
<td>☐ Convention Centre – Main Foyer Bulkhead AUD10,000</td>
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<td>☐ Exhibition Centre – Clarendon Street External Overhead Banners AUD15,000</td>
<td>☐ Convention Centre – Level 1 AUD2,500</td>
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<td>☐ Exhibition Centre – Bulkheads AUD12,000</td>
<td>☐ Convention Centre – Columns AUD6,000</td>
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<td>☐ Exhibition Centre – Bulkhead Blade Banner AUD10,000</td>
<td>☐ Convention Centre – Escalator AUD12,000</td>
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<td>☐ Exhibition Centre – Car Park Entry AUD23,000</td>
<td>☐ Convention Centre – Staircase from AUD3,000 - 9,500</td>
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<tr>
<td>☐ Exhibition Centre – Spencer Street Pedestrian Bridge Glass Panels AUD27,000</td>
<td>☐ Convention Centre – Staircase Handbook Advertisement</td>
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<tr>
<td>☐ Convention Centre – Main Foyer Bulkhead AUD10,000</td>
<td>☐ Back page AUD10,000</td>
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<tr>
<td>☐ Convention Centre – Level 1 AUD2,500</td>
<td>☐ Inside front cover AUD7,000</td>
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<td>☐ Convention Centre – Columns AUD6,000</td>
<td>☐ Inside back cover AUD7,000</td>
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<tr>
<td>☐ Convention Centre – Escalator AUD12,000</td>
<td>☐ Full-page colour (portrait) AUD5,000</td>
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<td>☐ Convention Centre – Staircase from AUD3,000 - 9,500</td>
<td>☐ Half-page colour (landscape) AUD4,000</td>
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<td>☐ Gala Dinner – Corporate Table Bookings AUD5,000</td>
<td>☐ ITS 2016 Australia Awards Night - Table Sponsor AUD5,000</td>
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<tr>
<td>☐ ITS 2016 Australia Awards Night - Awards Sponsor</td>
<td>☐ Gold AUD11,000</td>
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<tr>
<td>☐ Silver AUD8,000</td>
<td>☐ Young Professional Award Sponsor AUD6,000</td>
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<tr>
<td>☐ Awards Book Sponsor AUD6,000</td>
<td>☐ Online Interactive Floorplan Advertisement AUD1,500</td>
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<tr>
<td>☐ Pre-congress Email Promotion AUD5,000</td>
<td>☐ Satchel Insert Flyer or Brochure AUD3,000</td>
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<td>☐ Online Interactive Floorplan Advertisement AUD1,500</td>
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| **TOTAL** AUD |  |

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<th><strong>PAYMENT METHOD</strong>—please tick chosen method</th>
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<td>☐ Australian cheque (payable to MCI Australia)—International cheques will not be accepted.</td>
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<tr>
<td>☐ Electronic funds transfer (EFT) into the following bank account</td>
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<tr>
<td><strong>Bank:</strong> National Australia Bank</td>
<td><strong>BSB number:</strong> 084-255</td>
</tr>
<tr>
<td>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 <a href="mailto:sponex.sales@itsworldcongress2016.com">sponex.sales@itsworldcongress2016.com</a> immediately after payment. ABN: 76 108 781 988</td>
<td></td>
</tr>
<tr>
<td>☐ Credit card charges as per this form (plus a 5% processing fee) are to be debited to:</td>
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<tr>
<td>☐ MasterCard</td>
<td>☐ Visa</td>
</tr>
<tr>
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<tr>
<td>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.</td>
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<tr>
<td><strong>Name of insurer</strong></td>
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<table>
<thead>
<tr>
<th><strong>DECLARATION</strong></th>
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<tbody>
<tr>
<td>☐ Please tick if you do not wish to receive ITS World Congress 2016 updates via email</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Name (please print clearly)</strong></td>
<td><strong>Insert total amount payable AUD</strong></td>
</tr>
</tbody>
</table>
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
itsworldcongress2016.com