Parking Australia
outlook conference 2017

18th - 19th September
The Star, Sydney



Sponsorship and Exhibition Prospectus

Platinum Sponsor

CARe PARK

Bronze Sponsors

secure P

Wilson Parking

CALE Stay ahead

Keynote Speaker Sponsor

INTERRISK

Delegate-led Session Sponsor

PHILLIP BOYLE & Associates

Bottled-Water Sponsor

DESIGNA AUSTRALIA

App Sponsor

arrb AUSTRALIAN ROAD RESEARCH BOARD

Program Sponsor

COLLEAGUESNAGELS

Table Mint Sponsor

STREAMCORP ARMOURED

Conference Partners

exponet EXHIBITIONS & EVENTS

THE STAR SYDNEY

Media Partner

PARKING TODAY MEDIA



the future is today

OWNED BY INDUSTRY BODY

Parking Australia

Parking Australia Outlook Conference

Venue The Star, 80 Pyrmont Street, Pyrmont (Sydney) NSW

Dates Monday 18th & Tuesday 19th September

About Parking Australia

Parking Australia is the national body representing the interests of the parking industry in Australia.

Formed in 1986, our purpose is to provide leadership, education, technical and other information to all parties who may be associated with our industry.

Welcome from the Chief Executive

I'd like to personally invite previous and new Sponsors and Exhibitors to **OUTLOOK 2017**.

This is an exciting time for the parking industry as we continue to grow, adapt and innovate; being motivated and responsive to new trends and technologies. Our industry is confronting a time of many changes, which is both exciting and challenging. Parking Australia and its members are poised to be at the forefront of emerging technologies as we adopt the philosophy that the **FUTURE IS TODAY**.

OUTLOOK 2017 is about meeting and bringing together inspired people in a forum where delegates can learn, not only from the experts on the podium but also from experts amongst the delegates and exhibitors on the conference floor. This collaboration is how we will remain at the cutting edge.

Parking Australia hosted its first **OUTLOOK** Conference in 2015 and the event more than exceeded our expectations in terms of delegate numbers, sponsors and exhibitors. In fact, our exhibitor space sold out months before the actual event!

I encourage you to consider taking out a sponsorship option, either included in the prospectus or one specifically tailored for your organisation. It's an excellent chance to reinforce your brand, launch a new product or service, and demonstrate your commitment to the parking industry. It's also an excellent way to connect with current and new clients, in a more informal and relaxed setting.

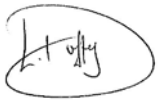
The Star Event Centre is a wonderful venue for **OUTLOOK**, located in the Pyrmont/Darling Harbour Precinct and there is plenty of activity and entertainment, both in and around this modern Event Centre and Casino.

I should like to thank you in advance for bringing your expertise to **OUTLOOK**. You, as an industry leader have the vision, knowledge and experience to help us pave our way, because...

The FUTURE…… is TODAY!



Lorraine Duffy



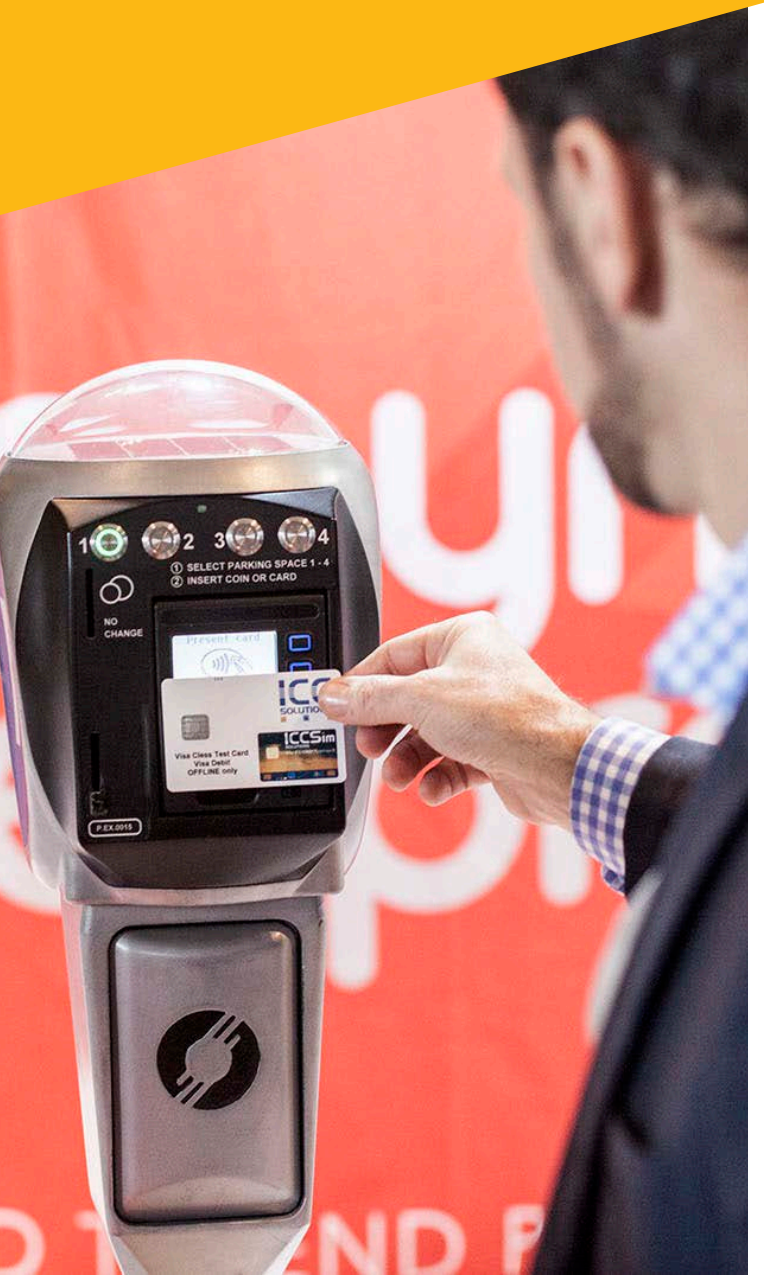
Chief Executive
Parking Australia



About the Conference

Owned by peak industry body Parking Australia, OUTLOOK 2017 is dedicated to anyone with an interest in parking. In addition to renowned keynote speakers, there will be sector-based sessions for Campus, Government and Airport or Retail. Case studies, workshops and plenary sessions will focus on future directions as well as incorporate for the first time; an unconventional format grappling with issues head on within a group environment.

OUTLOOK is designed to appeal to a broad range of individuals involved in the parking industry. With stimulating networking opportunities and featuring the Parking Industry Awards, the Conference will deliver knowledge and innovation as a result of attracting delegates from Australia and beyond.



Why Become a Sponsor and / or Exhibitor?

Sponsorship provides positive results and benefits for your brand and products; especially important in today's competitive economic climate.

Being a Sponsor and/or Exhibitor will provide you with an excellent opportunity to promote your products and services, and demonstrate your company's interest in and commitment to, the professional development of the parking industry.

It is recommended that you take advantage of this opportunity as early as possible to benefit from:

- Exposure to a local and national audience within the parking industry.
- Opportunities to raise your company's profile amongst a valuable target audience before, during and after the event.
- Recognition, including acknowledgement and a clear demonstration of your organisation's involvement, commitment and support to the industry.
- Valuable insights, information, and exposure to the latest developments in the industry. All sponsors and exhibitors are strongly encouraged to attend the Conference sessions.
- Inclusion in a professional marketing campaign for a target audience
- Maintenance of relationships with existing customers or a vehicle for alerting and informing prospective customers.
- The ability to launch new initiatives and products.
- Promoting and maintaining brand awareness.
- Most importantly, maximisation of every cent of the sponsorship dollar, through the support of **OUTLOOK** from Day One!

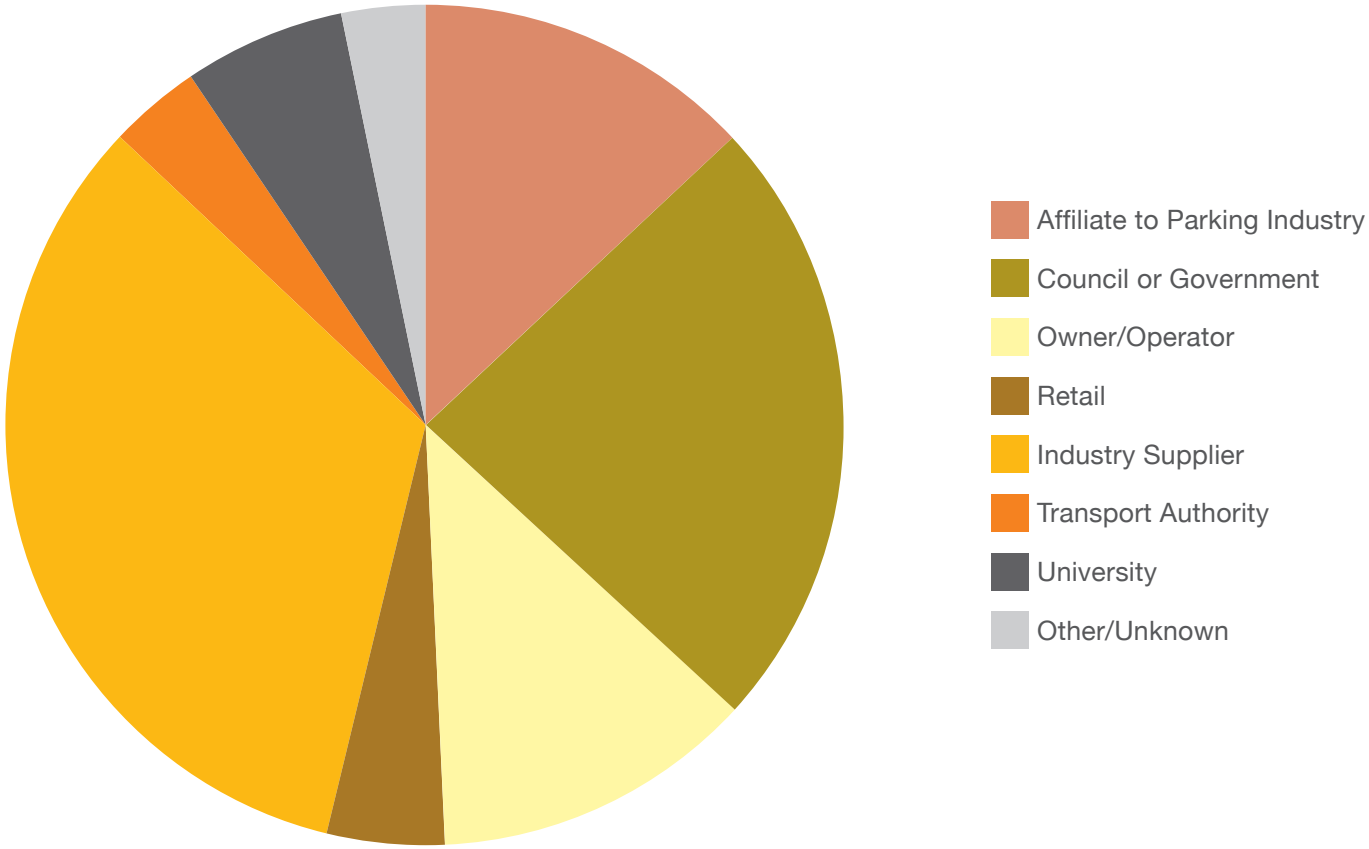
All sponsorship packages are flexible and can be adapted to your organisation's own value propositions.

Who Attends?

As **OUTLOOK** will feature high-profile speakers, the latest products and technology, high quality educational sessions, and unlimited networking opportunities, it is designed to attract decision makers from every segment of the industry:

- Airports
- Campus/Universities
- Consultants, Planners & Architects
- Commercial Operators
- Hospitals/Medical Centres
- Local Councils and State Government interest groups
- Private Owners
- Equity Investors
- Property Trusts
- Shopping Centre Owners

Outlook Attendance in 2015 by Sectors



Outlook Attendance in 2015 by Organisations

- 3M ANZ
- Access Canberra
- Ace Parking
- Adelaide City Council
- ADVAM
- Ahrens Group Pty Ltd
- Aleph
- APARC
- Auckland Transport
- Aurecon
- Austroads
- Automated Parking Systems
- Brisbane Airport
- Brisbane City Council
- Care Park
- Carpark Compliance Solutions
- CDS Worldwide
- CellOPark Australia
- City of Darwin
- City of Gold Coast
- City of Greater Geelong
- City of Hurstville
- City of Launceston
- City of Melbourne
- City of Perth
- City of Port Phillip
- City of Stirling
- City of Swan
- Cloud Monkey
- Coles Supermarkets
- Connect
- Core Energy Lighting
- Curtin University
- Darwin International Airport
- Database Consultants Australia
- Deakin University
- Designa Sabar
- Destination: Excellence!
- Divvy Parking
- Downer
- Duncan Solutions
- ENVDATA
- eSMART21
- Fairfield City Council
- Flowcrete Australia
- Gladstone Regional Council
- Griffith University
- gtechna Australia
- Integrated Technology Solutions
- InterPark Australia
- Lake Maintenance
- Leichhardt Municipal Council
- Lend Lease
- LicenSys
- Luxmoore Parking and Safety
- Manly Council
- Maribyrnong City Council
- Mawgif
- National Australia Bank
- Nedap Identification Systems
- North Sydney Council
- Park Assist
- Parking & Traffic Consultants
- Parking Sense
- Parking Station
- Parking Today
- Parkpay
- Parramatta City Council
- PayTech Solutions
- Penrith City Council
- Pittwater Council
- Q-Free Australia
- QUT
- RACQ
- Rufwood & Associates
- Scentre Group
- Secure Parking
- Sensen Networks
- Sensor Dynamics
- SHIBLON
- SKIDATA AUSTRALASIA
- Smart Parking
- Spot
- Swinburne University of Technology
- The City of Newcastle
- The University of Queensland
- The University of WA
- TMA Tech Pty Limited
- Town of Claremont
- Town of Victoria Park
- Townsville Airport
- TPS Traffic and Parking Systems
- Transport for NSW
- Unified Parking
- University of New England
- University of New South Wales
- University of Newcastle
- UPark Adelaide City Council
- Urban Innovation Group
- Volvo Australia
- Warringah Council
- Waverley Council
- WH Consulting
- Willoughby City Council
- Wilson Parking
- Wollongong City Council
- Workforce Guardian
- Xerox Business Services
- Ybern

Sponsorship Opportunities at a Glance

Sponsorship		Investment
Main Sponsors	Platinum Sponsor SOLD	$30,000
	Gold Sponsor	$20,000
	Silver Sponsor	$15,000
	Bronze Sponsor	$10,000
Specialty Sponsors	Lunch Sponsor Each Day	$7,000
	Delegate Satchels	$6,000
	Keynote Speaker	$5,000
	Coffee Cart Sponsor	$5,000
	Delegate-led Session Sponsor SOLD	$4,000
	Bottled Water Sponsor SOLD	$3,500
	App Sponsor SOLD	$3,000
	Morning Tea Sponsor Each Day	$3,000
	Afternoon Tea Sponsor Each Day	$3,000
	Breakfast Sponsor	$3,000
	Program Sponsor SOLD	$3,000
	Car Share Sponsor	$3,000
	Charge Bar Sponsor	$2,500
	Pads & Pens Sponsor SOLD	$2,000
	Lanyard Sponsor SOLD	$2,000
	Plenary Session Table Mint Sponsor SOLD	$1,500
	Session Sponsor	$1,500
Parking Industry Awards Sponsors	Parking Awards Sponsor	$10,000
	Category Award Sponsor Price Per Category	$2,000



Platinum Sponsor

$30,000

Complimentary Delegate Registration

This covers four complimentary full Conference registrations, as well as access to Conference sessions. This also includes four tickets to the Parking Industry Awards. All other company/organisation delegates are entitled to register at the Exhibitor Rate.

Delegate List

- A copy of the delegate list (Name, Organisation and State) in accordance with the privacy and delegate authorisations.
- Data/reports from the APP.

SOLD

Acknowledgement as the Highest Level of Sponsorship on Conference Materials

- Your logo in the Conference handbook, with a one hundred word company profile
- Your logo on the Conference website, with company logo and hyperlink to your website
- Your logo and profile on the Conference APP
- Your logo on the PowerPoint holding slide, displayed at the beginning and end of each plenary session
- Your logo on the lectern sign
- “Push notifications” scheduled during **OUTLOOK** Conference on the APP (content to be supplied by Sponsor, 115-character limit) - 3 per day.

Advertising and Promotion

- One page full colour advertisement in the Conference handbook (artwork to be supplied by sponsor)
- Two satchel/electronic inserts to be placed in delegate satchels (provided by sponsor)
- Video or spoken promotion of your organisation (maximum 2 minutes) on Day Two of **OUTLOOK** Conference
- Recognition during Pre-Conference marketing in newsletters (e-zines) and email blasts
- Complimentary insert in delegate satchel
- Acknowledgement during the two days of **OUTLOOK** by the MC
- Post **OUTLOOK** EDM to the full Parking Australia database
- Free advertisement in the Parking Insider Newsletter post **OUTLOOK**
- Free advertisement in the Parking Insider Express (4 editions)
- Permission to use the **OUTLOOK** logo with Sponsor status
- First option for exhibition product launch announcements
- Post **OUTLOOK** podcast interview.

Industry Exhibition

- One exhibition space including (2x2 POD) your company name on the fascia board, including power costs.

Plus, you can choose from one of the following:

- Lunch Sponsorship (one day), Delegate Satchels Sponsorship or Keynote Speaker Sponsorship.

Gold Sponsor

$20,000

Complimentary Delegate Registration

Three complimentary full Conference registrations, including access to Conference sessions. This also includes three tickets to the Parking Industry Awards. All other company/organisation delegates are entitled to register at the Exhibitor Rate.

Delegate List

- A copy of the delegate list (Name, Organisation and State) in accordance with the privacy and delegate authorisations.
- Data/reports from the APP.

Acknowledgement at Gold Level of Sponsorship on Conference Materials

- Your logo in the Conference handbook, with a one hundred word company profile
- Your logo on the Conference website, with company logo and hyperlink to your website
- Your logo and profile on the Conference APP
- Your logo on the PowerPoint holding slide, displayed at the beginning and end of each plenary session.

Advertising and Promotion

- One half page full colour advertisement in the Conference handbook (artwork to be supplied by sponsor)
- Two satchel/electronic inserts to be placed in delegate satchels (provided by sponsor)
- Recognition during Pre-Conference marketing in newsletters (e-zines) and email blasts
- Acknowledgement during the two days of **OUTLOOK** by the MC
- Post **OUTLOOK** EDM to the full Parking Australia database
- Free advertisement in the Parking Insider Newsletter post **OUTLOOK**
- Free advertisement in the Parking Insider Express (2 editions)
- Permission to use the **OUTLOOK** logo with Sponsor status
- Preferred option for exhibition product launch announcements.

Industry Exhibition

- One exhibition space including (2x2 POD) your company name on the fascia board, including power costs.

Plus, you can choose from one of the following:

- Keynote Speaker Sponsorship, Coffee Cart Sponsorship or ~~Bottled Water Sponsorship.~~ (Items with strikethrough are sold)

Silver Sponsor

$15,000

Complimentary Delegate Registration

Two complimentary full Conference registrations, including access to Conference sessions. This also includes two tickets to the Parking Industry Awards. All other company / organisation delegates are entitled to register at the Exhibitor Rate.

Delegate List

- A copy of the delegate list (Name, Organisation and State) in accordance with the privacy and delegate authorisations.
- Data/reports from the APP.

Acknowledgement at Silver Level of Sponsorship on Conference Materials

- Your logo in the Conference handbook, with a one hundred word company profile
- Your logo on the Conference website, with company logo and hyperlink to your website
- Your logo and profile on the Conference APP
- Your logo on the PowerPoint holding slide, displayed at the beginning and end of each plenary session.

Advertising and Promotion

- One quater page full colour advertisement in the Conference handbook (artwork to be supplied by sponsor)
- One satchel/electronic inserts to be placed in delegate satchels (provided by sponsor)
- Recognition during Pre-Conference marketing in newsletters (e-zines) and email blasts
- Acknowledgement during the two days of **OUTLOOK** by the MC
- Free advertisement in the Parking Insider Newsletter post **OUTLOOK**
- Free advertisement in the Parking Insider Express (2 editions)
- Permission to use the **OUTLOOK** logo with Sponsor status
- Preferred option for exhibition product launch announcements.

Industry Exhibition

- One exhibition space including (2x2 POD) your company name on the fascia board, including power costs.

Plus, you can choose from one of the following:

- Morning or Afternoon Tea Sponsorship (one day only), ~~Conference APP Sponsorship~~ or Grab ‘n’ Go Tech Talk Breakfast Sponsorship. (Items with strikethrough are sold)

Bronze Sponsor

$10,000

Complimentary Delegate Registration

One complimentary full Conference registration, including access to Conference sessions. This also includes one ticket to the Parking Industry Awards. All other company/organisation delegates are entitled to register at the Exhibitor Rate.

Delegate List

- A copy of the delegate list (Name, Organisation and State) in accordance with the privacy and delegate authorisations.
- Data/reports from the APP.

Acknowledgement at Bronze Level of Sponsorship on Conference Materials

- Your logo in the Conference handbook, with a one hundred word company profile
- Your logo on the Conference website, with company logo and hyperlink to your website
- Your logo and profile on the Conference APP
- Your logo on the PowerPoint holding slide, displayed at the beginning and end of each plenary session.

Advertising and Promotion

- Logo in the Conference Program (artwork to be supplied by sponsor)
- One satchel/electronic inserts to be placed in delegate satchels (provided by sponsor)
- Recognition during Pre-Conference marketing in newsletters (e-zines) and email blasts
- Acknowledgement during the two days of **OUTLOOK** by the MC
- Free advertisement in the Parking Insider Express (1 editions)
- Permission to use the **OUTLOOK** logo with Sponsor status
- Preferred option for exhibition product launch announcements.

Industry Exhibition

- One exhibition space including (2x2 POD) your company name on the fascia board, including power costs.

Plus, you can choose from one of the following:

- Charge Bar Sponsorship, ~~Pad and Pens Sponsorship~~ or ~~Lanyards Sponsorship~~. (Items with strikethrough are sold)

Specialty Sponsors

Lunch Sponsor Each Day $ 7,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- A copy of the delegate list (Name, Organisation and State) in accordance with privacy and delegate authorisations
- Insert in delegate satchel
- A five-minute video/presentation prior to lunch.

Delegate Satchels Sponsor $ 6,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- A copy of the delegate list (Name, Organisation and State) in accordance with privacy and delegate authorisations
- Insert in delegate satchel
- Delegate Satchel (includes exclusive sponsor logo on the satchels in addition to the event logo).

Keynote Speaker Sponsor $5,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- A copy of the delegate list (Name, Organisation and State) in accordance with privacy and delegate authorisations
- Insert in delegate satchel
- Banners to be displayed on stage during the keynote session (sponsor to supply free standing, pull-up banner)
- Introduction to Keynote speaker.

Coffee Cart Sponsor $5,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closingaddresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- A copy of the delegate list (Name, Organisation and State) in accordance with privacy and delegate authorisations
- Insert in delegate satchel
- The Coffee Cart is in the exhibitor area and may include branded disposable cups, with venue approval.

Specialty Sponsors

Delegate-led Session Sponsor $ 4,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- A copy of the delegate list (Name, Organisation and State) in accordance with privacy and delegate authorisations
- Insert in delegate satchel
- Sponsorship of either AIRPORT, GOVERNMENT or CAMPUS workshops
- 5-minute opening presentation at sector session
- Banner in sector Conference room.

SOLD

Bottled Water Sponsor $ 3,500

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- A copy of the delegate list (Name, Organisation and State) in accordance with privacy and delegate authorisations
- Company logo on bottled water to be included in the delegate satchel and supplied to delegates on both days at the Conference.

SOLD

App Sponsor $3,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Insert in delegate satchel
- Featured placement on the exclusive OUTLOOK 2017 App, which will be available for all delegates
- Push Notification scheduled during the Outlook Conference dates on the Mobile App (content to be supplied by sponsor, 115-character limit) x 1 per day.

SOLD

Morning Tea Sponsor Each Day $3,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated OUTLOOK 2017 website and App.
- Insert in delegate satchel
- Two minute video or presentation prior to morning tea.

Specialty Sponsors

Afternoon Tea Sponsor Each Day $3,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the OUTLOOK logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated Outlook 2017 website and App
- Insert in delegate satchel
- Two minute video or presentation prior to afternoon tea.

Breakfast Sponsor $3,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- Insert in delegate satchel
- Breakfast Sponsor of Tuesday 19th of September
- Host of Tech Talk in expo area
- Featured 10-minute presentation on your product/service in expo area
- 8am - 9am a Grab 'N' Go breakfast served in the exhibition area of the Conference.

Program Sponsor $3,000

SOLD

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the OUTLOOK logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated Outlook 2017 website and App
- Full page advertisement in program
- Sponsor branding on footer of program.

Car Share Sponsor $3,000

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- Exclusive access to delegates for them to use a car share whilst in Sydney
  * Vehicle may be at the venue or located close by.

Specialty Sponsors

Charge Bar Sponsor $2,500

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App.
- Sponsor logo on charge bar unit.

Pads And Pens Sponsor $2,000

SOLD

- Company logo, contact details & 100 word company synopsis in Final Program Boo
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- Insert in delegate satchel
- Company logo on pads and pens to be included in the delegate satchel (sponsor to supply.

Lanyard Sponsor $2,000

SOLD

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App.
- Insert in delegate satchel
- Company logo on lanyard to be included in the delegate satchel (sponsor to supply).

Plenary Session Table Mint Sponsor $1,500

SOLD

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- Branded mints on all tables (sponsor to organise).

Specialty Sponsors

Session Sponsor $1,500

- Company logo, contact details & 100 word company synopsis in Final Program Book
- Sponsorship recognition throughout Conference, in newsletters (e-zines) and email blasts to Parking Australia database
- Sponsor acknowledgement at Conference during opening & closing addresses
- Permission to use the **OUTLOOK** logo with Sponsor status
- Sponsor logo displayed on homepage of dedicated **OUTLOOK** 2017 website and App
- Introduction of session speaker.



Parking Industry Awards

PARKING INDUSTRY AWARDS

Parking Awards Sponsor $10,000

The Parking Industry Awards 2017 is a dedicated awards event for the parking industry. Recognising outstanding achievement and industry excellence, the Awards pay tribute to exceptional standards of service and innovation, as well as celebrating the achievements of individuals, teams and organisations.

The Awards are very high profile, and for sponsors, they bring prestige and significant promotional opportunities.

The owner of the Awards, Parking Australia, invites you to demonstrate your commitment as an industry leader; complementing the values of your corporate brand, through sponsoring this major event.

Advertising and Promotion

- Your logo on the Parking Industry Awards webpage
- Your logo on all email marketing relating to the Parking Industry Awards
- Complimentary advertisement in the Parking Industry Awards newsletter special edition - post event
- Your logo on Parking Industry Awards program
- 100 words in the Parking Industry Awards program
- Your logo on PowerPoint at Parking Industry Awards Dinner
- Opportunity to speak at the Parking Industry Awards as Dinner sponsor
- Your logo (Gobo) displayed at the Awards Dinner (pending permission from venue)
- 10 Complimentary tickets to the Parking Awards dinner
- Your banner in the photo/media area for photos with your sponsored category
- Acknowledgement by MC throughout the dinner
- Permission to use the OUTLOOK logo with Sponsor status
- Your logo on the Parking Awards pages of the APP
- Push notifications throughout the Awards (3)
- Dinner attendee list (subject to privacy and permission).

Parking Industry Awards

Category Award Sponsor Per Category $2,000

The Parking Industry Awards covers six categories:

- Outstanding New or Refurbished Car Park
- Excellence in Customer Experience
- Excellence in Technology and Innovation
- Individual Excellence in Parking
- Outstanding Marketing and Communications
- Parking Organisation of the Year

Advertising and Promotion

Each Parking Category Sponsor will receive the following:

- Your logo on the Parking Industry Awards program
- Your logo on the Awards holding slides
- 1 complimentary ticket to the Awards Dinner
- Your banner in the photo/media area for photos with your sponsored category
- Acknowledgement by MC throughout the dinner
- Permission to use the OUTLOOK logo with Sponsor status
- Your logo on the Parking Awards pages of the APP
- Push notifications throughout the Awards
- Dinner attendee list (subject to privacy and permission)





Exhibition Information

Please refer to the online floor plan for your choice of stand location. There are a limited number of stands - so don't be disappointed - BOOK ONLINE TODAY. Allocation will be strictly by date of receipt/deposit.

Each POD will cost $2,500 (Parking Australia Member) or $3,500 (Non-Member) and will include the entitlements outlined below. We strongly encourage Non-Members to join Parking Australia prior to booking their booths to take advantage of member prices and other membership entitlements. Allocations will be prioritised to Members before Non-Members.

- 2x2 POD exhibition booth (FOR TWO DAYS)
- A 150-watt spotlights
- A fascia board with black text (26 characters max.)
- A 4amp power point
- Venue carpet
- One full delegate pass (additional passes for exhibitors can be purchased at the early bird rate for the entire duration of the registration period)
- Company logo, social media links and 100-word description on dynamic floor plan
- Ability for delegates to rate your exhibition
- APP visitation report
- Listing on website and APP
- General cleaning & security during the Conference

Sponsorship & Exhibition General Information

- The details in this document are correct at the time of distribution. The Organising Committee and their agents do not accept responsibility for any changes that may occur.
- The sponsor is not paying for any entertainment expenditure incurred which may be incidental to the activities of the Convention.
- All prices quoted in this prospectus are exclusive of 10% GST.
- The size and prominence of the sponsor's logos on the convention website, signage and printed material will reflect the level of sponsorship investment.
- The Organising Committee will approve the size and content of all satchel inserts.
- Satchel inserts will not be accepted if there is a sponsor with a similar insert (e.g. pens/water cannot be inserted in the satchel if these items have already been sponsored)
- Branding over and above that listed in this prospectus is at the sponsor's expense and dependent upon Organising Committee approval.
- We encourage all partners to help us promote the Conference through the display of the OUTLOOK logo on their website with a hyperlink back to the dedicated website page.
- Entry to Sessions and catering will not be permitted without the appropriate delegate registration. A "No Tag-No Entry" policy applies to all activities during the conference.
- No food or drink can be distributed by exhibitors or sponsors without the permission of the organisers and the venue.
- Full Terms and Conditions are accompanied with the booking form/agreement for sponsorship and exhibition.





Sponsorship & Exhibition Enquiries

Lorraine Duffy: 0401 410 242
Email: lduffy@parking.asn.au

Website

www.parking.asn.au/outlook-conference-2017

OWNED BY INDUSTRY BODY

Parking Australia

Parking Australia Outlook Conference

Venue The Star, 80 Pyrmont Street, Pyrmont (Sydney) NSW

Dates Monday 18th & Tuesday 19th September