

# *Sponsor Prospectus*

## International Conference on Transport & Health

Organized by:

International Professional Association for Transport & Health (IPATH)  
Institute of Transportation Engineers (ITE) &  
Smart Cities Research Institute, Swinburne University of Technology

4-8 November 2019

*Pullman Melbourne on the Park  
Melbourne, Australia*





**IPATH**

*Pursuing Healthy Mobility*

communities by advocating for the integration of health in the urban and transport planning agendas.

### The IPATH Vision

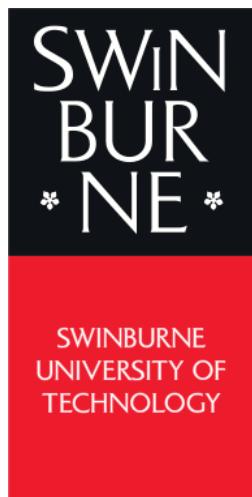
- To create an accepted professional discipline of transport and health
- To support and encourage research and best practices aimed at integrating health into the transport and urban planning and strategic decision-making processes
- To build a cohesive community of cross-disciplinary and multi-sector professionals

For more information, please visit our website at <https://www.tphlink.com/ipath.html>



The Institute of Transportation Engineers (ITE) is an international membership association of transportation professionals who work to improve mobility and safety for all transportation system users and help build smart and livable communities. Through its products and services,

ITE promotes professional development and career advancement for its members, supports and encourages education, identifies necessary research, develops technical resources including standards and recommended practices, develops public awareness programs, and serves as a conduit for the exchange of professional information. [www.ite.org/](http://www.ite.org/)



Swinburne is a world-ranked university focused on innovation, industry engagement and social inclusion. Our education, high-quality research and industry partnerships create positive change for students, staff and the community.

Our transport research is focused on the development and evaluation of new solutions and policy pathways with the likelihood of greatest impact in achieving sustainable urban mobility. Swinburne's transport research is undertaken by a team of multi-disciplinary researchers as part of our [Future Urban Mobility Program](#) under the [Smart Cities Research Institute](#).

Our transport research is supported by a strong research environment including the Social Science, Data Science, and Health Innovation Research Institutes. This helps us to foster interdisciplinary collaboration and link researchers with industry, business and community to maximise research impact.

For more information, please visit our website at <https://www.swinburne.edu.au/research-institutes/smart-cities/>

ICTH was created and underwritten by an idealistic doctoral student with the determination and tenacity (or bullheadedness) to change the status quo. ICTH is not just a conference; it has become a global community for information sharing and best practices. ICTH is based on the conceptual framework of design thinking and experiential learning. The specific aim is to bridge the gap between scientific investigation and real-world application. This avant-garde conference experience is guaranteed to make you feel just a little bit uncomfortable, a little bit curious and possibly change your perspective.

Policy-makers, practitioners and academics from 25-30 countries, multiple disciplines and professional sectors involved in transport planning and engineering, public health, urban planning, spatial and architectural design, environmental planning, economics and beyond will convene at the Pullman Melbourne on the Park located in beautiful Melbourne, Australia, **4-8 November 2019**, to share their stories of success and failure; build world-wide collaborative friendships; but most importantly, leave inspired! Visit <https://www.tphlink.com/icth-2019---melbourne.html> for more information.



ICTH is the only conference in a world-wide market fully dedicated to transport systems and health impacts. Interactive Hot Topic Workshops and abstract presentations (oral, pecha kucha and poster) are led by cross-disciplinary teams to demonstrate "how" non-traditional and innovative thinking can lead to problem solving. *The theme for ICTH 2019-Melbourne is "Smart Cities. Disruptive Mobility. Healthy People."*

### *Why should your company sponsor the International Conference on Transport & Health?*

That's easy. ICTH provides a risk-free venue to showcase your brand and build visibility in a multi-sector global market of transport, urban planning AND health industries. It's an opportunity never before offered! ICTH delegates are decision-makers from academic researcher, policy and practitioners from the fields of transport, urban planning, and public health representing 20+ countries. This means they are looking for consultants, innovative metrics and data gathering tools to assess program performance, travel demand, population demography and health status within defined geographic areas to further a project and/or improve on the value-added to a project. Here are a few more reasons:

- **Meet with prospective customers** - Face-to-face interaction is vital to building lasting relationships for your business. Sponsoring ICTH can be an integral and effective part of your marketing and sales strategy.
- **Show your competitive strength** - Your competition knows that a diverse mix of researchers and practitioners will attend this conference with the expectation of finding solutions to their problems. Don't be left out!
- **Sponsors are considered as a vital part of the ICTH Team!** We understand how important your resources and time are to the success of ICTH. Every effort will be made to ensure that your company and products are showcased to ICTH delegates.



Image Source: [travelblog.org](http://travelblog.org)



Image Source: <https://www.bookme.com>



Image Source: [Melbourne Walks](#)

## Keynote Address

### \$25,000 AUD (2 Available)

ICTH Opening Sessions have a reputation for catching the audience off-guard! Plans for Melbourne are still underway. ICTH 2016-USA welcomed delegates with a surprise performance by the San Jose State University Youth Orchestra playing Uptown Funk, led by Professor Galen Lemmon with direct participation by Retired US Department of Transportation Secretary, Norm Mineta during a rendition of Gangnum Style.



As a sponsor of this event, you will introduce a world renowned speaker. Your organization will also receive special recognition on the conference website, social media, email blasts, and on-line and printed programmes. Signage will display your company logo as the opening session/keynote sponsor.

## Welcome Reception – Old Melbourne Gaol & Ghost Tour

### \$25,000 AUD



Host and welcome the delegates at the first official social gathering and networking function of the conference. Your organization will receive special recognition on the conference website, social media, email blasts, and on-line and printed programme. Signage will display your company logo as the reception sponsor. In addition, you will have the opportunity to welcome delegates to ICTH and speak briefly about your company/organization. ICTH 2015-London featured a black tie event at the London Transport Museum in which participants enjoyed an evening of friendship and interactive displays.

We are excited to be in the planning phase for ICTH 2019-Melbourne with a thrilling evening at the Old Melbourne Gaol complete with a ghost tour! Curious? Check out the gaol website <https://www.oldmelbournegaol.com.au/>

## A Day at the Races

### \$10,000 AUD

ICTH delegates will celebrate the Melbourne Cup holiday with the rest of the country (<https://www.racing.com/news/2018-11-01/preview-likely-melbourne-cup-runners-ranked>). There will be no conference sessions scheduled on Tuesday, 5 November 2019; instead, a day at the races will be organized as a pre-conference meet-n-greet. This is a great opportunity to network and learn about innovative projects that will be presented prior to the start of ICTH. Get a leg up on the competition by sponsoring this event! Your organization will receive special recognition on the conference website, social media, email blasts, and on-line and printed programme. Signage will display your company logo as the event sponsor.



## Awards Luncheon

### \$10,000 AUD

Sponsor the ICTH Awards Luncheon, which also includes a \$250 AUD cash award to a high scoring abstract. You will present the award certificate and cash to the recipient. You will also be provided with 5-10 minutes to speak regarding your organization and its products/services to a focused grouping of the conference attendees. Wait, we're not done yet! You will also have the opportunity to draw the winning Brompton Bicycle (Deb Hubsmith Award) ticket. This event is greatly anticipated and considered as one of the highlights of ICTH.



## Walking & Bicycle Tours

### \$7,500 AUD

After a full day of conference sessions, get out and enjoy the fresh air and sights of Melbourne. Walking and bicycling tours of the host city are preferred by ICTH delegates. It's a time to relax and release a little energy with new friends while having a blast exploring the City of Melbourne.

## Hot Topic Workshop & Balloon Debate (6 Available)

### \$5,000 AUD

Sponsor this opportunity to host a Hot Topic Workshop (Photos on Cross-Disciplinary Communication led by Barbara Stuckey, Owner of the ExactWord) or a controversial Balloon Debate. You will present to conference attendees a related topic of interest or serve as moderator to introduce the workshop and assist the presenter with a question and answer session.. Your company name and logo will be displayed on the ICTH website, social media, and in the conference on-line and printed programmes.



## High Scoring Abstract & Poster Awards (12 available) **3 SOLD**

### **\$300 AUD**

As a sponsor, you will have the opportunity to present the award to the highest scoring abstract author and have your photo taken by the conference photographer during the Awards Luncheon on Friday, 8 November 2019. Your company name and authorized representative's signature will be included on the award certificate, ICTH website, and on-line and printed programmes as the sponsor. Below are a few award winners from ICTH 2015-London, ICTH 2016-San Jose and ICTH 2017-Barcelona.



## Promotional Items

### **Tote Bag \$5,000 AUD**

Place your organization's name/logo on a durable, quality bag provided to all conference delegates. Past experience shows that these bags are used regularly after the conference ends.

### **Brompton Bicycle \$3000 AUD**

A highlight of ICTH is the raffle drawing for a NEW Brompton bicycle. Each registered delegate will receive a FREE ticket as part of their registration. As the sponsor of this promotional item, you will be everyone's BEST friend as the person in charge of drawing the winning ticket! Due to the popularity of this ICTH tradition, the sponsor receives extensive marketing and advertising.

### **Ink Pens \$500 AUD**

Have your company's name and logo visible to delegates throughout the conference. Pens will be distributed to all conference delegates. This item has been the most popular item by conference delegates with very few pens left over at the conclusion of the event.

### **Printed Programme Advertising**

Full Page \$750 AUD

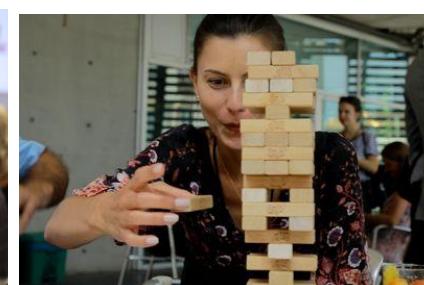
Half Page \$500 AUD

Quarter Page \$250 AUD

In addition to your advertisement in the printed programme, the company logo will appear on the conference website and all social media marketing materials. What a deal!

The sponsor and advertising packages below have been designed to provide you with an opportunity to stand out and make a positive impression. The table below describes how you can achieve your marketing goals and receive the maximum return on investment. The predetermined packages can be customized to help your organization target its customer-base.

Supporting Sponsor Benefits	Platinum	Gold	Silver*	Bronze*
	\$25,000	\$15,000	\$10,000	\$5,000
Complimentary conference registration (for sponsor and/or client use)	2	1	1	1
Highlighted partner and sponsor for one of the following conference activities: Keynote Speaker or Welcome Reception	•			
Recognition at Keynote or Welcome Reception with an opportunity to introduce the speaker or welcome the delegates to the event	•			
Company logo on the ICTH website, on-line and printed programme indicating sponsorship level	•	•	•	•
Extensive social media coverage; email blasts, LinkedIn, Twitter, Google+ and Facebook	•	•	•	•
Logo and sponsorship level displayed onsite	•	•	•	•
Pre and post-conference attendee list	•	•	•	•
Access to Welcome Reception, networking lunches, abstract sessions, Hot Topic Workshops, Balloon Debates and social activities as part of the conference registration	•	•	•	
Presentation of sponsored High Scoring Abstract or Best Poster Cash Award during the Awards Luncheon, Friday, 8 November 2019	•	•	•	•
Full page insert and/or promotional material distributed to attendees and/or on display	•	•	•	•
<b>PLATINUM:</b> Keynote or Welcome Reception or Awards Luncheon and option to have logo displayed on delegate name badge or choice of promotional items	•			
<b>GOLD:</b> Highlighted sponsor for one of the following items: Walking & Bicycle Tours, Hot Topic Workshop or Balloon Debate, Awards Luncheon, and Abstract Award, tote bag, registration signage or other choice of promotional items	Optional	•		
<b>SILVER:</b> Highlighted sponsor for one of the following: Awards Luncheon, Hot Topic Workshop or Balloon Debate, Abstract Award or choice of promotional items	Optional	Optional	•	
<b>BRONZE:</b> Highlighted sponsor for one of the following: Abstract Award and choice of promotional item				•
<b>ADMINISTRATIVE:</b> Support for the abstract submission, abstract peer-review process and on-line programme contract and other conference related expenses.	•	•	•	•



# Sponsor Form

International Conference on Transport & Health  
Pullman Melbourne on the Park  
4-8 November 2019 • Melbourne, Australia



## General Sponsorship Levels

- Platinum (\$25,000 AUD)
- Gold (\$15,000 AUD)
- Silver (\$10,000 AUD)
- Bronze (\$5,000 AUD)
- Supporting (\$2,500 AUD)

## Conference Activities (select based on grid)

- Opening Session/Keynote Speaker
- Welcome Reception & Ghost Tour
- A Day at the Races
- Hot Topic Workshop
- Walking & Bicycling Tours
- Awards Luncheon
- High Scoring Abstract Award

## Promotional Items & Advertising

- Tote Bags
- Ink Pens
- Brompton Bicycle
- Full Page Programme Advertisement (\$750)
- Half Page Programme Advertisement (\$500 AUD)
- Quarter Page Programme Advertisement (\$250 AUD)

## SPONSOR CONTACT INFORMATION

Organization (to be listed in programme)

Full Name

Title

Business Phone

Mobile Phone

Email

## PAYMENT METHOD

Please contact Karyn Warsow by telephone (231) 340-0242 or email [kwarsow@tphlink.com](mailto:kwarsow@tphlink.com) to determine the best method of payment.

