



Parking Australia
outlook conference 2015
— & —



19-20 August 2015
Amora Hotel,
Sydney

**Sponsorship
& Exhibition
Opportunities**



Parking Australia
outlook conference 2015

ABOUT THE CONFERENCE

The inaugural Parking Australia Outlook Conference 2015 is dedicated to anyone with an interest in parking. In addition to renowned keynote speakers there will be specific sector based sessions for Campus (University), Retail/Services, Local Government and Airports. Case studies and plenary sessions will focus on future directions and may cover topics such as parking facilities and the shared economy, the changing payment process, LPR: a security device or a management tool?

Outlook is designed to appeal to a broad range of individuals involved in the parking industry. With a number of stimulating networking opportunities and exciting social events, the conference will deliver knowledge and innovation in a very conducive environment to discuss advances and future developments important to the parking industry.

Owned by the leading parking authority Parking Australia Outlook will attract delegates Australia wide.



ABOUT THE PARKING INDUSTRY AWARDS

The Parking Industry Awards for Excellence 2015 are the first truly dedicated awards event for the Parking Industry.

Recognising outstanding achievement and industry excellence, the Awards will pay tribute to the exceptional standards of service, innovation as well as celebrate the achievements of individuals, teams and organisations.

The Awards will be very high profile and for sponsors they will bring prestige and significant promotional opportunities. The owner of the awards – Parking Australia invites you to demonstrate your commitment as an industry leader and complement the values of your corporate brand through sponsorship of this major event.

The Parking Industry Awards will cover seven categories:

- Outstanding New Car Park Development
- Excellence In Car Park Refurbishment
- Outstanding Use Of On Street And Public Space
- Excellence In Technology And Innovation
- Individual Excellence In Parking
- Outstanding Marketing And Communications
- The Parking Organisation Of The Year





WHY BECOME A SPONSOR AND/ OR EXHIBITOR?

Sponsorship provides positive results and benefits to your brand and products - especially important in today's economic climate.

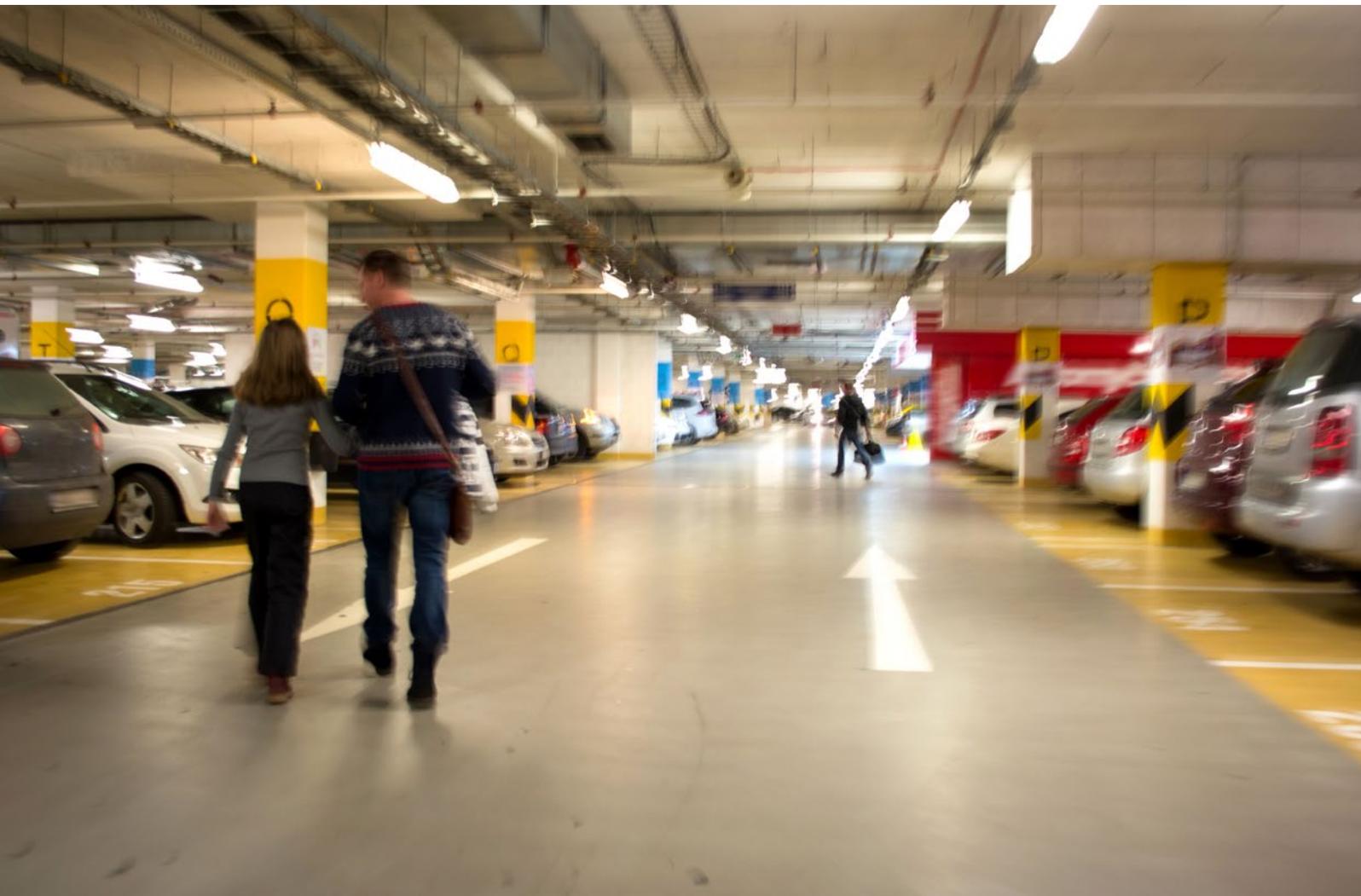
It will provide an excellent opportunity to promote your products and services and demonstrate your company's interest in and commitment to professional development of the parking industry.

By joining in early you will gain:

- 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 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.
- Inclusion in the integrated target audience professional marketing campaign.
- Maintain relationships with existing customers or alert and inform prospective customers.
- Launch new initiatives and products.
- Promote and maintain brand awareness.

We will work together with your company's marketing department to produce the best results within the above guidelines.





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WHO ATTENDS

Outlook will feature high-profile speakers, the latest products and technology, high quality educational sessions, and unlimited networking opportunities. It is organised 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



TOPICS

The following topics are some of the themes that will be addressed at Outlook:

- The challengers of Pay-By-Plate
- Parking & Politics
- The impact of driverless cars
- Parking and human behavior
- Landside as part of the integrated customer journey
- From Good to Great – airport car parking development journey
- Structuring your service providers – leases, management contracts, margins, cost, plus internal vs external service provisions
- Airport car parking in the digital age – online booking engines, yields management tools, website, SEO/SEM social media
- Structuring car rental agreements
- What are shoppers looking for in a retail parking environment
- Introducing paid parking or parking guidance – a project walkthrough
- Methods of controlling retail parking environments to maximize use by genuine shoppers
- Benchmarking – How do you know you have a high performing car parking business – operations, revenue, customer journey
- Safe Work Australia Requirements – traffic management in workplaces, implications for your parking facility and staff
- Multi-functional parking stations, maximising community investment



SPONSORSHIP OPPORTUNITIES - Outlook Conference

All sponsorship amounts are in Australian dollars and excluding GST.

Welcome Cocktail Function	\$5,000
Breakfast Sponsor (day one)	\$5,000
Morning Tea Sponsor (day one) SOLD	\$1,500
Morning Tea Sponsor (day two) SOLD	\$1,500
Lunch Sponsor (day one)	\$3,500
Lunch Sponsor (day two)	\$3,500
Afternoon Tea Sponsor (day one)	\$1,500
Keynote speaker	\$5,000
Session Sponsor (five available)	\$1,500 each
Bag/Satchel Sponsor SOLD	\$3,000
Lanyard Sponsor SOLD	\$2,000
Water Sponsor	\$2,500
Pens/pad Sponsor SOLD	\$2,000
Table Mint Sponsor	\$1,500
Satchel Insert	\$500 each
Program Sponsor SOLD	\$2,500
USB/Pod charger Sponsor	\$2,000
Post Conference Event	\$8,000
Conference APP SOLD	SOLD



SPONSORSHIP INCLUSIONS

Event	Advertising in program	Web advertising	Stage/ event banner/ table	5 minute presentation	Satchel insert	welcome cocktail ticket	Dinner ticket	Breakfast ticket
Welcome cocktail function	Half page	Web page logo	✓	✓	✓	✓	✓	
Breakfast sponsor (day 1)	Half page	Web page logo	✓	✓	✓		✓	✓
Morning tea sponsor (day1)	Third page	Web page logo	✓	✓	✓			
Morning tea sponsor (day2)	Third page	Web page logo	✓	✓	✓			
Lunch sponsor (day 1)	Third page	Web page logo	✓	✓	✓	✓		
Lunch sponsor (day 2)	Third page	Web page logo	✓	✓	✓	✓		
Afternoon tea sponsor (day 1)	Third page	Web page logo	✓	✓	✓			
Keynote sponsor	Half page	Web page logo	✓	✓	✓	✓	✓	
Session sponsor x 5 x 1500	Third page	Web page logo	✓	✓	✓			
Bag/satchel sponsor	Third page	Web page logo Web banner			✓	✓		✓
Lanyard sponsor	Half page	Web page logo Web banner			✓	✓		
Water sponsor	Half page	Web page logo	✓		✓	✓		✓
Pen/pad sponsor	Half page	Web page logo			✓	✓		
Table mint sponsor	Third page	Web page logo	✓		✓	✓		
Satchel insert	Third page				✓			
Program sponsor	Full page	Web page logo			✓	✓		✓
USB/pod charger sponsor	Third page	Web page logo			✓	✓		
Post conference event	Full page	Web page logo Web banner	✓	✓	✓	✓	✓	✓



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Date:
19 August 2015
Time:
from 7pm

SPONSORSHIP OPPORTUNITIES – Parking Industry Awards

All sponsorship amounts are in Australian dollars and excluding GST.

Pre Awards Cocktail Function - Awards	\$3000
Award Category Sponsors (Seven Categories)	\$3000 each

If the above opportunities do not address your company's needs, we will gladly consider other suggestions.

Sponsorship 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.
- It should be understood that 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.
- Branding over and above that listed in this prospectus is at the sponsor's expense and upon Organising Committee approval.
- We encourage all partners to help us promote the conference through the display of the Parking Australia logo on their website with a hyperlink back to the dedicated website page – <http://www.parking.asn.au/outlook-conference/about-outlook>

SPONSORSHIP INCLUSIONS

Event	Advertising in program	Web advertising	Stage/ event banner/ table	5 minute presentation	Satchel insert	welcome cocktail ticket	Dinner ticket	Breakfast ticket
Cocktail function - Awards	Half page	Web page logo	✓	✓	✓		✓	
Category sponsors (7 categories x 3000)	Half page	Web banner	✓		✓		✓	



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EXHIBITION INFORMATION

Please refer to the following floor plan for your choice of pod location. Allocation will be strictly by date of receipt. There are a limited number of pods – so don't be disappointed – BOOK TODAY.

COST

Each pod will cost \$1,500 excluding GST (Parking Australia Member) or \$2,000 excluding GST (Non-Member) and will include the entitlements outlined below. We strongly encourage Non-Members to join the Parking Australia prior to booking their booths in order to take advantage of the member price and other membership entitlements (visit www.parking.asn.au for details). Allocations will be prioritised to Members before Non-Members.

- Pod exhibition booth for one day
- 2.5m high matt anodised aluminium frame with white laminated infills (only one per exhibitor)
- 1 x 150-watt spotlights
- 1 x fascia board with black text (26 characters max.)
- 1 x 4amp power point
- Venue carpet
- Limited to 12 pods per day

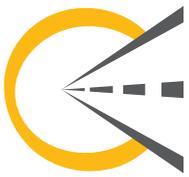
Please note that your Pod exhibition booth does not include tickets to the Gala Dinner, Breakfast or conference sessions. Tickets to the Gala Dinner and Breakfast will be available to purchase.

- 1 x complimentary ticket to the Welcome Reception. Additional welcome Reception tickets can be purchased.
- Company logo in program and website
- Delegate list
- Catering for 1 person



BOOKING INSTRUCTIONS

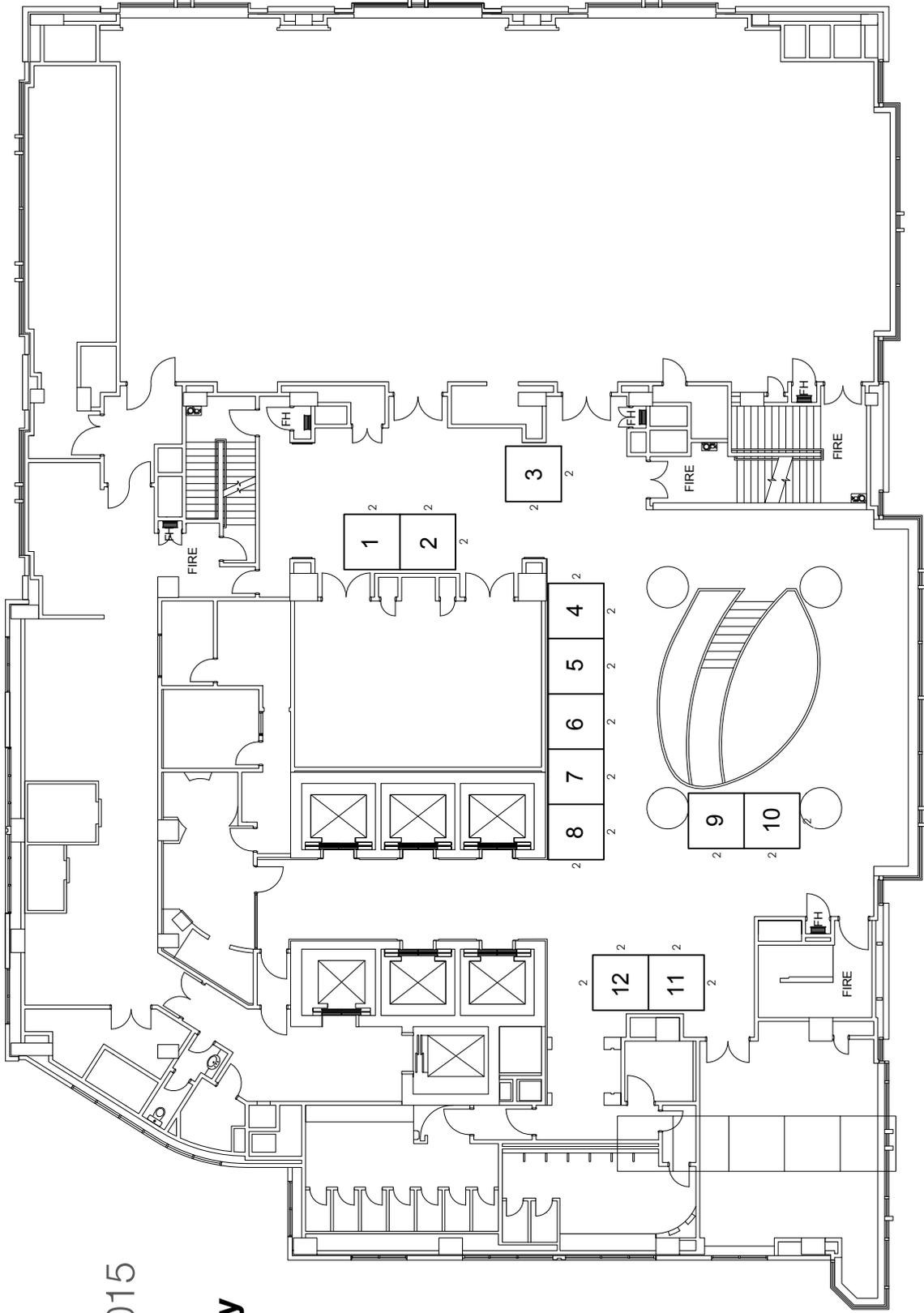
1. Please indicate the pod of your choice on the attached booking form and return to melanie@intermedia.com.au
2. An email indicating your allocated pod, tax invoice and contract will be sent upon receipt and processing of your application.
3. A comprehensive Exhibition Manual with further details and the necessary order forms will be forwarded 6 weeks prior to the event.
4. Requests for specific pod location will be complied to every extent possible but the Organising Committee reserves the right to change the layout or the location of an individual exhibitors' allocation in order to achieve the maximum benefit for all exhibitors and the event as a whole.



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19-20 August 2015
Amora Hotel, Sydney

Please contact Melanie at
melanie@intermedia.com.au
for available stands





Parking Australia
outlook conference 2015

19-20th August 2015
Amora Hotel, Sydney

EXHIBITION SPACE CONTRACT

Company:		Stand #:
Street:		PO Box:
Suburb:		Tel:
State:	Postcode:	Fax:
Contact Name:		Job title:
Email:		

Exhibition Name:	Parking Australia Outlook Conference 2015 19-20 August	Tick 19 August Or	
Venue:	Amora Hotel, Sydney	20 August 2015	

Stand prices includes the following: • Pod exhibition booth for ONE day • Company name board up to 26 letters, 100mm high • 1 x 4 amp power point • 1 x 150 Watt spot light • 2.5 metre walls with laminated infills • Venue flooring • one ticket to Welcome Reception • Company logo on website and program • Delegate list

Stand Number:	Stand size & dimensions	Cost \$	Sub total:
	2x2	Members price 1500.00	\$1500.00

Credit card payment Card type: VISA / Mastercard / Amex

Card number : _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _

Expiry date: __ / __ Card holder's name: _____

Signature: _____

Surcharge fees for all credit card transactions apply.

	Stand GST:	\$150.00
Total owing (inc GST):		\$1650.00
1 st payment 50% due:	On Signing	\$825.00
2 nd payment 50% due:	15/07/2015	\$825.00

All bookings are considered final upon receipt of this signed contract by Interpoint Events Pty Ltd. The Exhibitor is bound by the terms and conditions appearing on the reverse hereof or faxed or emailed to the Exhibitor. If the 1st payment is not received within 7 days of the date hereof Interpoint Events Pty Ltd reserves the right to assume the contract is void. Cancellations must be received in writing and are subject to the following fees: Cancellation subsequent to receipt of signed contract: 50% of order price; cancellation less than 60 days prior to the event: 100% of order price.

I have read and agree to the terms and conditions of this contract.

Signed:
for the EXHIBITOR

Name:	Date:
Event Sales Manager:	
Signed:	Date:

Interpoint Events on behalf of Parking Australia
PO Box 55, Glebe NSW 2037
Phone: 02 9660 2113 Fax: 02 9660 4419

EFT Bank: Commonwealth Bank
BSB: 062 498
Account number: 1005 3597 Account name: Interpoint Events
** Please send Remittance to Email: melanie@intermedia.com.au
or Fax: 02 9660 9786

Conditions of Exhibiting/Sponsoring In these conditions –
“Exhibition” means the exhibition so designated in the official catalogue referred to in clause 18. “Exhibitor” includes all employees and agents of any individual, partnership or company exhibiting, “Sponsor” includes all employees and agents of any individual, partnership or company sponsoring the Exhibition and “Organiser” means INTERPOINT EVENTS PTY LTD, a division of the Intermedia Group Pty Ltd.

2. The Organiser reserves the right to alter or add to these conditions as may be necessary for the compliance with any laws or with any directions given by the owner/lessor of the exhibition site and generally for the efficient running of the exhibition.

3. The Exhibitor/Sponsor shall be liable for any taxes, duties, fees or charges which might now or at any time hereafter become liable in respect of this agreement and the Exhibitor/Sponsor agrees to indemnify the Organiser in respect of such taxes, duties, fees or charges.

4. Allotment of space by the Organiser to the Exhibitor/Sponsor shall constitute a licence to exhibit and not a tenancy. The Organiser may alter the size, shape or position of the floor plan in such a manner and at such time as the Organiser may deem to be in the best interests to the Exhibition as a whole. The Organiser may in his absolute discretion refuse any payment made or owing by the Exhibitor/Sponsor hereunder in the event that the Exhibitor/Sponsor’s display space is reduced.

5. The Exhibitor/Sponsor shall not construct a display stand of a height exceeding 2.4 metres except in accordance with the prior written permission of the Organiser and the neighbouring Exhibitor/Sponsors (if any).

6. The Exhibitor/Sponsor shall not without prior written permission of the Organiser display an exhibit or product which does not in the opinion of the Organiser fall within the subject of the exhibition.

7. The Exhibitor/Sponsor shall not paint or otherwise mark or damage any panel, floors or walls of the exhibition premises. The Exhibitor/Sponsor shall be responsible for the cost of remedying any breach of this clause.

8. The Exhibitor/Sponsor shall be liable for payments herein as follows:

(a) As to the 1st deposit at the time of booking

(b) As to the balance on or before 30 days prior to the commencement of the exhibition

9. Cancellations must be received by the organiser in writing and are subject to the following cancellation fees: Cancellation subsequent to receipt of signed contract: 50% of order price; cancellation less than 60 days prior to the event: 100% of order price.

10. Unless the Organiser otherwise notifies the Exhibitor/Sponsor in writing, payments by the Exhibitor/Sponsor hereunder do not include-

(a) Insurance **(b)** Cleaning of exhibits **(c)** Electric current **(d)**

Loading and handling of equipment and staff **(e)** Telephones

(f) Dressing of stand **(g)** Advertising catalogues or handbills

The Exhibitor/Sponsor acknowledges that the owner/lessor of the exhibition site may carry out installation of water or gas supply and plumbing connections in respect to the Exhibition and the cost thereof shall be borne by the Exhibitor/Sponsor.

11. Such particulars as the Organiser may require of the design, weight and character of all stands and exhibits shall be supplied by the Exhibitor/Sponsor prior to the erection and placement thereof on the exhibition site. The Organiser may approve stands and exhibits whether or not subject to conditions as the Organiser deems appropriate or reject any stand or exhibit. Any stand or exhibit erected without the approval of the Organiser or contrary to any condition of such approval shall forthwith be removed or altered by the Exhibitor/Sponsor at the direction of the Organiser or at its option the Organiser may remove or alter the stand or exhibit and the Exhibitor/Sponsor shall bear the cost thereof. The Organiser shall not be liable to the Exhibitor/Sponsor for any loss or damage sustained by the Exhibitor/Sponsor arising out of the exercise by the Organiser of its rights herein.

12. The Exhibitor/Sponsor shall not take onto or cause to be taken onto the exhibition site any dangerous goods except in accordance with the prior written approval of the Organiser. The Exhibitor/Sponsor shall in regard to all plant, machinery and exhibits comply with all statutory requirements as to safety including, without limiting the generality of the foregoing, the storage and handling of dangerous goods.

13. The Organiser may in its absolute discretion refuse any person admission to the Exhibition. The Exhibitor/Sponsor shall ensure passes supplied for the exclusive use of its employees or agents are not used by unauthorized persons or otherwise misused.

14. At all times during the opening hours of the Exhibition –

(a) An Exhibitor/Sponsor shall –

(i) keep his stand open to view and properly staffed by competent representatives

(ii) keep properly maintained and cleaned his display space

(iii) conduct any business only from his display space

(iv) keep passageways adjacent to his display space free from obstruction

(b) The Exhibitor/Sponsor shall not –

(i) hold or allow to be held a sale by auction, lottery, raffle, guessing competition, game of chance or side show

(ii) sub-licence, share or part with possession of his display space

(iii) operate any type of machinery or equipment in such a manner as in the Organiser’s opinion may cause nuisance or annoyance to Exhibitor/Sponsors or other persons attending the Exhibition

(iv) do any act which in the opinion of the Organiser may bring discredit upon the Exhibition

15. The Exhibitor/Sponsor undertakes to have his display space ready with all exhibits available for display and completed by such time as shall be notified by the Organiser to the Exhibitor/Sponsor.

16. The Organiser shall be under no liability for the loss of or damage to exhibits or other property of the Exhibitor/Sponsor, his servants, agents, invitees or licensees howsoever such loss of damage may be caused whether or not caused in whole or in part by the negligence of the Organiser, its servants or agents. The Exhibitor/Sponsor is advised to take out all necessary insurance.

17. The Organiser shall have the right to disseminate photographs and other promotional material in respect to the Exhibition and has the sole right to approve dissemination by partners or Exhibitor/Sponsors with written consent.

18. The Organiser shall produce an official catalogue of the Exhibition listing exhibits and Exhibitor/Sponsors. No responsibility is accepted by the Organiser for any omission, misdescription or other error. The Organiser gives no warranty as to the type or extent of promotion of the Exhibition nor as to attendance numbers.

19. If holding of the Exhibition or the supply of any services by the Organiser is prevented, postponed or abandoned by reason of fire, storm, lightning, national emergency, labor dispute, strike, lockout, civil disturbance, explosion, inevitable accident, or any cause not within the control of the Organiser whether of the same kind or not should the Exhibition site become wholly or partially unavailable for the holding of the Exhibition, then the Organiser shall be at liberty on giving notice in writing to determine this agreement. Where the agreement is determined under the clause, the Organiser shall not be liable in any way whatsoever for any expenditure or liability for loss, including consequential loss, incurred by the Exhibitor/Sponsor but the Organiser may in its absolute discretion refund in whole or in part any payment made by the Exhibitor/Sponsor or waive any payment the Exhibitor/Sponsor is liable to make under this agreement.

20. Should the Exhibitor/Sponsor be unable or unwilling to perform his part of the agreement or fail to comply with these conditions or otherwise be in breach of this agreement the Organiser may terminate the agreement by giving notice in writing and retain any payment made by the Exhibitor/Sponsor under this agreement as liquidated damages. The Exhibitor/Sponsor shall thereafter be prohibited from occupying his display space and stand and shall immediately remove his exhibits from the Exhibition site in accordance with the Organiser’s directions provided that the Organiser may remove such exhibits and dispatch them to the Exhibitor/Sponsors address stated on the face hereof. The Organiser’s costs of such removal and dispatch shall become a debt due by the Exhibitor/Sponsor to the Organiser. The provisions of clause 16 shall apply to any action taken in by the Organiser under this clause.

21. All exhibits are subject to a general lien in favour of the Organiser for all sums due from the Exhibitor/Sponsor to the Organiser hereunder.

22. This agreement sets forth the entire agreement and understanding between the Organiser and the Exhibitor/Sponsor and neither party shall be bound by any conditions, definitions, warranties or representatives of this agreement except as expressly provided herein or as subsequently agreed in writing and signed by a proper and duly authorize representative of the party to bound thereby.

23. All notices to be served pursuant to the terms hereof shall be served personally or shall at the option of the party giving notice be sent by registered pre paid post addressed to the other party at the address of that party mentioned on the face hereof and notice shall be deemed to have been given on the date of posting.

24. If any part of this agreement is found to be invalid or of no force or effect under any applicable laws, executive order or regulation of any government authority having jurisdiction, this agreement shall be construed as though such part had not been inserted therein and the remainder of this agreement shall retain its full force and effect.

25. This agreement shall be governed by and construed in accordance with the laws for the time being in force in the state in which the exhibition is situate