



18th AAPA International Flexible Pavement Conference & Exhibition

CALL FOR SPONSORS

Our Everlasting Roads:
Enabling Future Mobility

18 – 21 August 2019 | International Convention Centre, Sydney
For more information go to www.aapa.asn.au/ or contact
Tanja Conners on +61 458 664 266



Celebrating
50 Years
of AAPA

Conference Overview

Continuing a long tradition of AAPA conferences going back to 1971, the 18th AAPA International Flexible Pavement Conference will again be the primary meeting of flexible pavement professionals in Australasia. The Plant and Equipment Exhibition and the information-packed technical program of the conference will attract representatives from across the world including:

- State road agencies
- Local government
- Road building and construction
- Industry
- Academic institutions from across the world.

The theme of the 18th AAPA International Flexible Pavements Conference is Our Everlasting Roads - Enabling Future Mobility. The title refers to the changing demands that society and transportation technology place on the long-term investment that is road infrastructure. It also refers to our increasing technical ability to build perpetual pavements, roads that will last for an indefinite amount of time, while only requiring regular surface maintenance.

The Conference themes include sessions on:

Circular Economy

- Reuse of asphalt
- Use of recycled materials in roads
- Environmental product declaration and sustainability calculators
- Low temperature asphalt and spray seals
- Improved pavement design procedures
- Rejuvenator technology
- Public campaigns
- Flexible pavement technology for (air)ports
- Access to raw materials into the future

Roads as a Service

- Impact of autonomous vehicles
- Intelligent transport systems
- Innovative pavement surfacing technology
- Future road marking
- Improving ride quality
- Worksite safety
- Local government roads
- Alternative road funding models
- Intelligent pavements
- Rural/metro network interfaces
- Community expectations for level of service
- Early engagement with the public
- Road funding linked to service levels

Preservation and Rehabilitation

- Perpetual pavement technology
- Asset management strategies
- Innovative road maintenance approaches
- Surface enrichment
- Stabilisation
- Whole-of-life costing
- Rehabilitation design methods
- Improved pavement design procedures
- Pavement preservation treatments
- In situ remediation of end-of-life concrete pavements
- Alternatives to reconstruction

Continual improvement

- Improved construction techniques
- Advanced manufacturing processes
- Measurement and verification
- Performance related mix design
- Spray seal technology
- Advanced binders
- Performance contracts and specifications
- Enhancing durability
- Proficiency testing
- Worksite safety
- Safer road construction systems or approaches
- Professional development and training
- Attracting the next generation pavement professionals

Why sponsor?

Sponsorship provides an excellent opportunity to promote your organisation, new products and innovations, your expertise and capabilities to support your brand as well as maintaining a high profile within the industry before, during and after the event.

Your organisation will:

- Get the profile it needs to be part of the National leading industry association in the flexible pavements space.
- Benefit significantly from exposure to keenly interested, relevant and above all, influential audience in a diverse educational environment including plenary sessions, workshops and hands-on practical sessions away from the competitions of every day distractions.
- Have the opportunity to consolidate corporate relationships and expose your staff to their key markets.
- Be able to claim the cost of sponsorship as a legitimate tax deductible expense.
- Sponsors will be promoted through the AAPA website (over 6000 industry contacts) and through all promotional material including leading infrastructure magazines over the coming year.

Delegates

- The 2017 17th AAPA International Flexible Pavements Conference attracted 680 delegates.
- The 2019 18th AAPA International Flexible Pavements Conference aims to bring together 900 delegates from all areas of industry both within Australia and from around the world including:
 - Road Contractors
 - Bitumen Suppliers
 - Asphalt Manufacturers
 - Binder Suppliers
 - Sprayed Surfacing Operators - Federal, State and Local Government
 - Road Workers
 - Engineers
 - Consultants
 - Tollway operators
 - Road Asset Stewards - Academics and students

Sponsorship Packages

Sponsorship opportunities are open to local and international organisations.

The sponsor packages available include:

- Diamond: \$100,000 (ex GST)
- Platinum: \$65,000 (ex GST)
- Gold: \$35,000 (ex GST)
- Silver: \$25,000 (ex GST)
- Bronze: \$10,000 (ex GST)
- Exhibitor: \$5,000 (ex GST)

All costs are in Australian dollars and are exclusive of GST.

| Entitlements | | Diamond | Platinum | Gold | Silver | Bronze | Exhibitor |
|---|---------------------|------------------|----------|----------|----------|-----------|--------------------|
| Sponsorships available | | Sold Out | 3 | 5 | 6 | 7 | 20 |
| Exhibition Trade area in (metres) | | 9 x 6 | 9 x 6 | 6 x 6 | 6 x 3 | 3 x 3 | 3 x 3 |
| Conference full registration delegate tickets | | 6 | 4 | 3 | 2 | 1 | - |
| Social event | Gala Dinner tickets | Full Table of 10 | 6 | 4 | 2 | 1 | - |
| | Cruise tickets | 5 | 3 | 2 | 1 | 1 | - |
| Brand awareness in all marketing | | Yes | Yes | Yes | Yes | Yes | - |
| Company profile in handbook | | 2 pages | 1 page | - | - | - | - |
| Advert in program | | Full page | 3/4 page | 1/2 page | 1/4 page | Logo only | Exhibition listing |

Please see overleaf for more details & package entitlements for each sponsorship.

One off Opportunities

There are also one-off sponsor opportunities available. These will be awarded on a first in first serve basis. Please see options tabled below:

| One off Opportunities | Cost |
|---|----------------------------|
| Lanyards | \$2,500 ex GST |
| Conference bag | \$15,000 ex GST |
| AAPA National Industry Award Naming Rights (8 awards available) | \$7,500 ex GST (per award) |
| Morning Tea Sponsorship x3 days | \$6,000 ex GST per day |
| Lunch Sponsorship x3 days | \$8,500 ex GST per day |
| Afternoon Tea Sponsorship x3 days | \$6,000 ex GST per day |

For all sponsorship enquiries or to place a sponsorship application please contact Tanja Conners on +61 458 664 266 or email tanja.conners@aapa.asn.au

Diamond Sponsorship

\$100,000 (ex GST)

As a **Diamond** sponsor your organisation will experience an excellent level of promotion pre, during and post conference with prominent exposure at all conference and trade exhibition activities, coverage in all digital and print marketing and media collateral and exclusive access to fine dining experiences. Sponsors will be promoted through the AAPA website (over 6000 industry contacts) and through all promotional material including leading infrastructure magazines over the coming year.

Entitlements include:

Sponsorship rights of either

- Gala Dinner
- Cruise

Delegate tickets

- 6 x Full registration delegate tickets

To Social functions where include:

- Welcome reception - Complimentary tickets
- Cruise Cocktail evening - Monday evening x 5 tickets
- Gala Dinner-Tuesday evening - Full table of 10

Exhibition Trade Area

- A 9m x 6m Trade Area in a Premium location
- Priority placement of location as discussed with sponsor based on requirement

Sponsorship acknowledgement

- Brand awareness in all digital and print marketing and media and conference collateral including:
 - Electronic Direct Mail, website updates and social media posts and a web banner featuring Platinum sponsors.
 - Media articles written and media advertising about the conference.
 - Case study piece on Award winner used in future AAPA marketing.
 - Full page profile in the conference handbook.
 - Full page advertisement in the conference handbook.
 - Featured in the official conference video.
 - Verbal acknowledgement at the opening and closing sessions and all social functions.
 - Opportunity to insert promotional material in the delegate pack.
 - Recognition in all promotional media including national industry magazine.

Platinum Sponsorship

\$65,000 (ex GST)

As a **Platinum** sponsor your organisation will experience an excellent level of promotion pre, during and post conference with prominent exposure at all conference and trade exhibition activities, coverage in all digital and print marketing and media collateral and exclusive access to fine dining experiences. Sponsors will be promoted through the AAPA website (over 6000 industry contacts) and through all promotional material including leading infrastructure magazines over the coming year.

Entitlements include:

Sponsorship rights of either

- Industry Exhibition Family day
- Sunday welcome function
- Coffee cart

Delegate tickets

- 4 x Full registration delegate tickets

Social functions which include:

- Welcome reception - Sunday evening tickets
- Cruise Cocktail evening - Monday evening x 3 tickets
- Gala Dinner - Tuesday evening x 6 tickets

Exhibition Trade Area

- A 9m x 6m Trade Area in a Premium location
- Priority placement of location as discussed with sponsor based on requirement

Sponsorship acknowledgement

- Brand awareness in all digital and print marketing and media and conference collateral including:
 - Electronic Direct Mail, website updates and social media posts and a web banner featuring Platinum sponsors.
 - Media articles written and media advertising about the conference.
 - Case study piece on Award winner used in future AAPA marketing.
 - Full page profile in the conference handbook.
 - 3/4 page advertisement in the conference handbook.
 - Featured in the official conference video.
 - Verbal acknowledgement at the opening and closing sessions and all social functions.
 - Opportunity to insert promotional material in the delegate pack.

Other Sponsorship Opportunities

Gold Sponsorship \$35,000 (ex GST)

As a **Gold** sponsor your organisation will benefit from a excellent level of promotion pre, during and post conference with exposure at all conference and trade exhibition activities.

Entitlements include:

Delegate tickets

- 3 x Full registration delegate tickets

Exhibition Trade Area

- A 6m x 6m Trade Area

Sponsorship acknowledgement

- Brand awareness in all digital and print marketing and media and conference collateral including:
 - Electronic Direct Mail, website updates and social media posts.
 - Half page advertisement in the conference handbook.
 - Featured in the official conference video.
 - Opportunity to insert promotional material in the delegate pack.

Social functions which include:

- Welcome reception - Sunday evening tickets
- Cruise Cocktail evening - Monday evening x 2 tickets
- Gala Dinner - Tuesday evening x 4 tickets

Silver Sponsorship \$25,000 (ex GST)

As a **Silver** sponsor your organisation will benefit from a strong level of promotion pre, during and post conference with exposure at all conference and trade exhibition activities.

Entitlements include:

Delegate tickets

- 2 x Full registration delegate tickets

Exhibition Trade Area

- A 6m x 3m Trade Area.

Sponsorship acknowledgement

- Brand awareness in all digital and print marketing and media and conference collateral including:
 - Electronic Direct Mail, website updates and social media posts.
 - Quarter page advertisement in the conference handbook.
 - Featured in the official conference video.
 - Opportunity to insert promotional material in the delegate pack.

Social functions which include:

- Welcome reception - Sunday evening tickets
- Cruise Cocktail evening - Monday evening x 1 ticket
- Gala Dinner - Tuesday evening x 2 tickets

Other Sponsorship Opportunities

Bronze Sponsorship \$10,000 (ex GST)

As a **Bronze** sponsor your organisation will benefit from a strong level of promotion pre, during and post conference with exposure at all conference and trade exhibition activities.

Entitlements include:

Delegate tickets

- 1 x Full registration delegate tickets

Exhibition Trade Area

- A 3m x 3m Trade Area

Sponsorship acknowledgement

- Brand awareness in all digital and print marketing and media and conference collateral including:
 - Electronic Direct Mail, website updates and social media posts.
 - Featured in the official conference video.
 - Opportunity to insert promotional material in the delegate pack.
 - Logo recognition in Conference program.

Social functions which include:

- Welcome reception - Sunday evening
- Cruise Cocktail evening - Monday evening x 1 ticket
- Gala Dinner - Tuesday evening x 1 ticket

Exhibitor Sponsorship \$5,000 (ex GST)

As a **Exhibitor** your organisation will benefit from promotion and exposure pre, during and post conference.

Entitlements include:

Delegate tickets

- 1 x Full registration delegate tickets

Exhibition Trade Area

- A 3m x 3m Trade Area

Sponsorship acknowledgement

- Brand awareness in all digital and print marketing and media and conference collateral including:
 - Electronic Direct Mail, website updates and social media posts
 - Recognition in Conference Program in the exhibitioner listing.

Social Function attendance to:

- Welcome reception – Sunday evening tickets

Conference Program Snapshot

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| Bump In: SATURDAY 17/08/19 | |
|--|--|
| DAY ONE: SUNDAY 18/08/19 | DAY TWO: MONDAY 19/08/19 |
| <ul style="list-style-type: none"> • Industry Exhibition Family Day • Evening - Conference Welcome Reception: Networking Drinks. | <ul style="list-style-type: none"> • Conference open • Keynote Presentations • Concurrent Streams and Workshops • Evening - Conference Opening event |
| DAY THREE: TUESDAY 20/08/19 | DAY FOUR: WEDNESDAY 21/08/19 |
| <ul style="list-style-type: none"> • Keynote Presentations • Concurrent Streams and Workshops • Evening - Gala Dinner & National Industry Awards. | <ul style="list-style-type: none"> • Keynote Presentations • Concurrent Streams and Workshops • Closing Session |

To register your place please visit: conference.aapa.asn.au,
email: admin@aapa.asn.au or call 03 8416 4500



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