

18th International
Cities, Town Centres and
Communities Conference

ICTC 2018

14-16 November 2018
Fremantle, WA

Progressive Cities: Innovative + Authentic + Connected



SPONSORSHIP & EXHIBITION PROSPECTUS

The Event 14-16 Nov 2018

The International Cities, Town Centres and Communities (ICTC) Society conference is being held at the **Esplanade Hotel Fremantle from 14-16 November 2018.**

Now in its 18th year, the conference attracts a diverse cross-section of people—from those who plan cities and town centres right through to those who implement and manage them on the ground.

This is the only annual event that gathers a broad geographical selection of key town and city decision makers together in the one room, to facilitate meaningful solutions-focused discussion and debate. This event gives attendees the chance to gauge, as a collective group, what challenges and opportunities are being faced in cities and town centres—and by looking at best practice examples from around the world—empowers them to effectively explore and embrace new innovations.

This is the perfect forum for you to present your product offering to attendees whilst they're in the mindset of exploring new opportunities and ideas. Your organisation will benefit significantly from constant exposure to a relevant and influential audience in a relaxed environment, away from the competition of everyday distractions.

Program Highlights

- **Masterclasses**—facilitated by industry specialists
- **International Keynote Speakers** and panel sessions
- **Trade exhibition**—with innovative products from industry suppliers
- **Field trips**—showcasing best-practice projects in and around Fremantle
- **Special Interest Group** sessions (SIG) on Place Making, Main streets and Smart Cities
- Over 50 **educational sessions**
- **Social function**—free standing allowing for maximum interaction.

Target Audience

ICTC Conference 2018 is a true-cross disciplinary event that brings together town and city decision-makers with global specialists to discuss and present practical and innovative planning and economic development solutions.

Over 400 senior participants are expected to attend this event comprising:

- **Local Government**—Mayors, Councillors, CEO's, Directors and Managers
- **State and Federal Government**
- **Private firms and consultants**
- **Academics and Industry Groups**
- **Main street businesses and communities**

400+ attendees with interests in:

- Place Making & Management
- Technology & Smart Cities
- Planning, Urban Design
- Development, Property
- Main streets, Retail, Shopping
- Town Centres
- Economic Development & Marketing
- Demography & Future Trends
- Architecture, Landscape
- Environment & Sustainability
- Infrastructure, Resources
- Energy, Transport
- Engineering, Surveying
- Public Works
- Banking, Law, Finance

Your return on investment

Why choose this event?

The ICTC conference is the industry's most significant must attend event for key decision makers in main street, town centre planning.

With over 400 high profile delegates planned for attendance at this event, your reach to the right audience in the lead up to the event, as well as three full conference days, maximises your value for money and return.

"Your business goals for participating in this event are a high priority to us—we want to ensure our packages help you meet your objectives—whether it be for marketing, communication or to show industry support" CEO, ICTC Society.

Why Sponsor and Exhibit?

Key reasons

- Access key town/city decision makers who are there to learn about latest industry innovations.
- Demonstrate your commitment and support towards creating and sustaining liveable and innovative towns and cities in Australia.
- Raise your industry profile and extend your reach globally to valuable target markets before, during and after the event.
- Consolidate corporate relationships and expose your staff to key markets.
- Mix informally with a broad spectrum of industry professionals from around the world.
- Launch your new product or service with a high profile captive audience—all in the one location.



What are delegates looking for?

There is such a broad spectrum of products and services making cities and town centres move liveable and loveable. We have captured just some of the product and service categories delegates will be looking for below:

- Night time economies
- Sustainable community developments
- Connectivity, data and digital infrastructure
- Accessibility and design
- Activation, entertainment, arts and events
- Marketing, communication, customer and community engagement
- Parks – playgrounds, pets, furniture and accessories
- Lighting, safety and signage
- Streetscape - furniture and accessories
- Roads and infrastructure – construction and project management
- Advisory services
- Autonomous vehicles



About ICTC

The **International Cities Town Centres and Communities (ICTC) Society** aims to:

- assist cities, towns and communities to be as environmentally, socially & economically sustainable as possible.
- bring together the required visionary professionals to discuss the challenges of replacing sprawl with compact environmentally, socially and economically acceptable environments.
- enhance the quality of life of inhabitants of cities, towns & communities.
- facilitate world best practices in the planning, development and management of cities, towns and communities and particularly the planning, development and management of public spaces and infrastructure.

Marketing Campaign—Your benefits

The ICTC Society has over 9000 global contacts on our database, providing an excellent opportunity to promote your project, organisation or service directly to our target audience.

Direct Marketing

- 9000 Call for Papers emailed to ICTC members around the world
- 8000 Registration Brochures (including sponsor adverts & logos) emailed to ICTC members
- Regular personalised email shots to the 8000 members on the ICTC database sent between January and November providing updates about the event.
- E-newsletter listings about the ICTC Conference on local government, town planning, development and architectural industry bodies.
- ICTC Conference listings on local government, town planning, development and architectural association e-newsletters.

9000 global contacts

Regular e-marketing

Regular and engaging emails to 9000 global government and industry contacts.

Industry partnerships worldwide

ICTC works with industry associations worldwide in:

- local government
- planning
- development.

Our sister associations have online links to the ICTC event site.

Why sponsor?

“Align your organisation with the ICTC Conference—a high-profile reputable industry event attended by senior government officials and specialist practitioners in town/ city planning”.

This is your only opportunity to access, at one time, a large group of influential people in a relaxed environment, away from the competition of everyday distractions.

Online campaign

- Web listings on Australian and New Zealand local government and other industry related associations.
- Hyperlinks from local government and other international industry related association web pages to the ICTC conference web page.

Print & Media campaign

- Media releases and articles provided to local newspapers and industry related publications with an urban renewal, planning and/or place making focus.



Exhibition Packages



A highlight of the ICTC Conference is the exhibition. The conference will create an area where delegates want to gather and interact.

Exhibition opening hours

Thursday 15 November 8.00am – 5.00pm
Friday 16 November 8.00am – 3:30pm

Morning and afternoon teas as well as lunches will centre around the exhibition space, offering you constant exposure to delegates.

A professional exhibition contractor will construct the built booths and assist with modifications. They will provide help and advice for any special requests.

Package	Single Booth	Double Booth
Investment required	\$2450	\$4250
Registrations included	1	2
Velcro compatible walling	Yes	Yes
Fascia signage	Yes	Yes
Spotlight & power board	1	2
Listing on website	Yes	Yes
Listing in Handbook	Yes	Yes
Optional additional registrations @ \$495	1	1
Delegate List	Yes	Yes

Sponsors will be allocated booths in the first instance then all other exhibitors will be allocated booths on a first in first paid basis.

A limited number of booths are planned for the exhibition area and whilst regrettably we may not be able to accommodate all intending exhibitors, our aim is to maximise exhibitor exposure through providing adequate space for all catering in the exhibition area.

Exhibition Booth notes

A full exhibitor information kit confirming booth allocations and bump in/bump out times will be on the web by September 2018.

1. All booths have Velcro compatible walls and fascia signs, including lighting as listed on the web site.
2. Exhibitor name printed on fascia panel (one colour).
3. A privacy clause will be inserted into the registration brochure that will give all delegates the option to be excluded from the delegate list. The delegate list will include the delegate name and organisation name only.
4. ICTC Conference Sponsorship & Exhibition Terms & Conditions form a part of this Prospectus and can be viewed on the 2018 conference website.

Book online now

To book your sponsorship or exhibition package complete the booking form and email it to renee@ictcsociety.org. Once your booking is submitted, a tax invoice is generated and emailed to you.

EFT payments

Use the following bank details and ensure you reference your company name when making the EFT payment.

ICTC Society Inc
Westpac The Pines
BSB – 034 604
Account No – 21 2843

Cheque Payments

Cheques should be made out and forwarded to:
ICTC Society Inc
PO Box 2313,
Brookside Centre, Qld 4053, Australia

Credit Card Payments

MasterCard or Visa is available. A 1.5% credit card surcharge will apply.

Further information

Renee O'Halloran, Event Manager
Tel: +61 7 3161 5901 | 0413 661 734 | Email: renee@ictcsociety.org

Sponsorship Package	Host City	Event Partner	Event App	Field Trip	Satchel
Cost and inclusions		\$9950	\$7450	\$4950	\$4950
1. Registrations	SOLD	✓ 4	✓ 2	✓ 1	✓ 2
2. Trade booth		✓ Single	✓ Single		✓ Single
3. App & correspondence advertising			✓		
4. Registration Brochure advert		✓ full page	✓ ½ page	✓ ½ page + project details	✓ ½ page
5. Conference Handbook advert		✓ full page	✓ ½ page	✓ ½ page + project details	✓ ½ page
6. Other		✓ News article			
7. Function tickets		✓ 2	✓ 2	✓ 1	✓ 2
8. Company logo on		✓ name badge			✓ satchel
9. Field trip (coaches & catering incl.)				✓ 1	
10. Satchel Insert		✓ 2 page A4	✓ 2 page A4	✓ 2 page A4	✓ 2 page A4
11 Delegate List (*)		✓	✓	✓	✓
12. Web banner		✓	✓	✓	✓
13. Sponsor name/logo on event literature		✓	✓	✓	✓
14. Exclusive Naming Rights		✓	✓	✓	✓
Sponsorship Package	Reg Brochure	Conference Handbook	Social Function	Keynote/Panel Session	Session or tea break
Cost and inclusions	\$3950	\$2950	\$3250	\$3250	\$1950
Registration	✓ 2	✓ 2	✓ 1	✓ 1	✓ 1
Registration Brochure advert	✓ Full page	✓ ¼ page	✓ ½ page	✓ ½ page	✓ ¼ page
Conference Handbook advert	✓ ¼ page	✓ full page	✓ ½ page	✓ ½ page	✓ ¼ page
Function tickets	✓ 2	✓ 2	✓ 4		
Satchel Insert	✓ 2 A4 page	✓ 2 A4 page	✓ 2 page A4	✓ 2 page A4	✓ 2 page A4
Delegate List (*)	✓	✓	✓	✓	✓
Web banner	✓	✓	✓	✓	✓
Sponsor name/logo on event literature	✓	✓	✓	✓	✓
Exclusive Naming Rights	✓	✓	✓	✓	✓

Packages can be tailored to suit sponsor requirements. All sponsorship and exhibition prices are in Australian dollars and are GST inclusive.

*Host city package includes sponsorships for keynote, lunch break, chairpersons, extra signage, prequel conference publicity opportunities—contact ICTC for full list.

Sponsorship inclusions

Acknowledgement

All sponsors are acknowledged at opening and closing plenary sessions, online and in conference materials.

Registrations

This is a full conference delegate registration that includes a social function.

Trade booth

See exhibition booth package for inclusions on lighting and power. The number of registrations including the people manning your booth are listed in your sponsor package.

App advertising

Take advantage of delegates accessing the App in the lead up to the conference. You may change your advert or messaging as often as once a month if desired. You may also include a small banner advert on all delegate confirmation letters.

Company logo for partner and satchel sponsors

For partners your logo will be prominently displayed on name badges and for satchel sponsors your logo will be exclusively displayed on delegate satchels.

Exclusive naming rights

All sponsor packages excluding event partners are given exclusive naming rights with only 1 package allocated for that product.

Event partners

There are 3 event partner packages available – each event partner has the option to choose a variety of exclusive conference items to suit their marketing objectives – please contact us to discuss these opportunities.

General Advertising

The opportunity exists for you to advertise in the Registration Brochure, Conference Handbook, online or in the delegate satchel. All delegates receive a satchel upon registration at the conference. Each insert is not to exceed 4 pages or be larger than DL size—sponsor is to provide inserts.

Advertising costs	Full page \$1,490	Half page \$790	Quarter page \$490
Satchel insert	Exhibitor \$595	Non-exhibitor \$695	

Field trips

Your opportunity to showcase and promote your local projects. Field trip packages may be shared by more than one council or organisation if desired. Information and imagery on each project visited will be showcased in the registration brochure, conference handbook and on the conference website. Sponsors may provide show/promotional bags/ handouts to delegates attending their field trip. Field trips can be from one project to a full day outing. Coaches and catering is selected and paid for by the conference and is included in the package. Sponsor suggestions on local catering venues and personnel (i.e. knowledgeable staff) leading the trips are welcomed. There are endless options and opportunities for this sponsorship package – please contact us to discuss additional requirements.

Newsletter article

Opportunity to provide a feature article in the association's e-newsletter – a relevant industry subject of your choice.

Sessions

Your choice for exclusive sponsorship of any conference session or catering break.

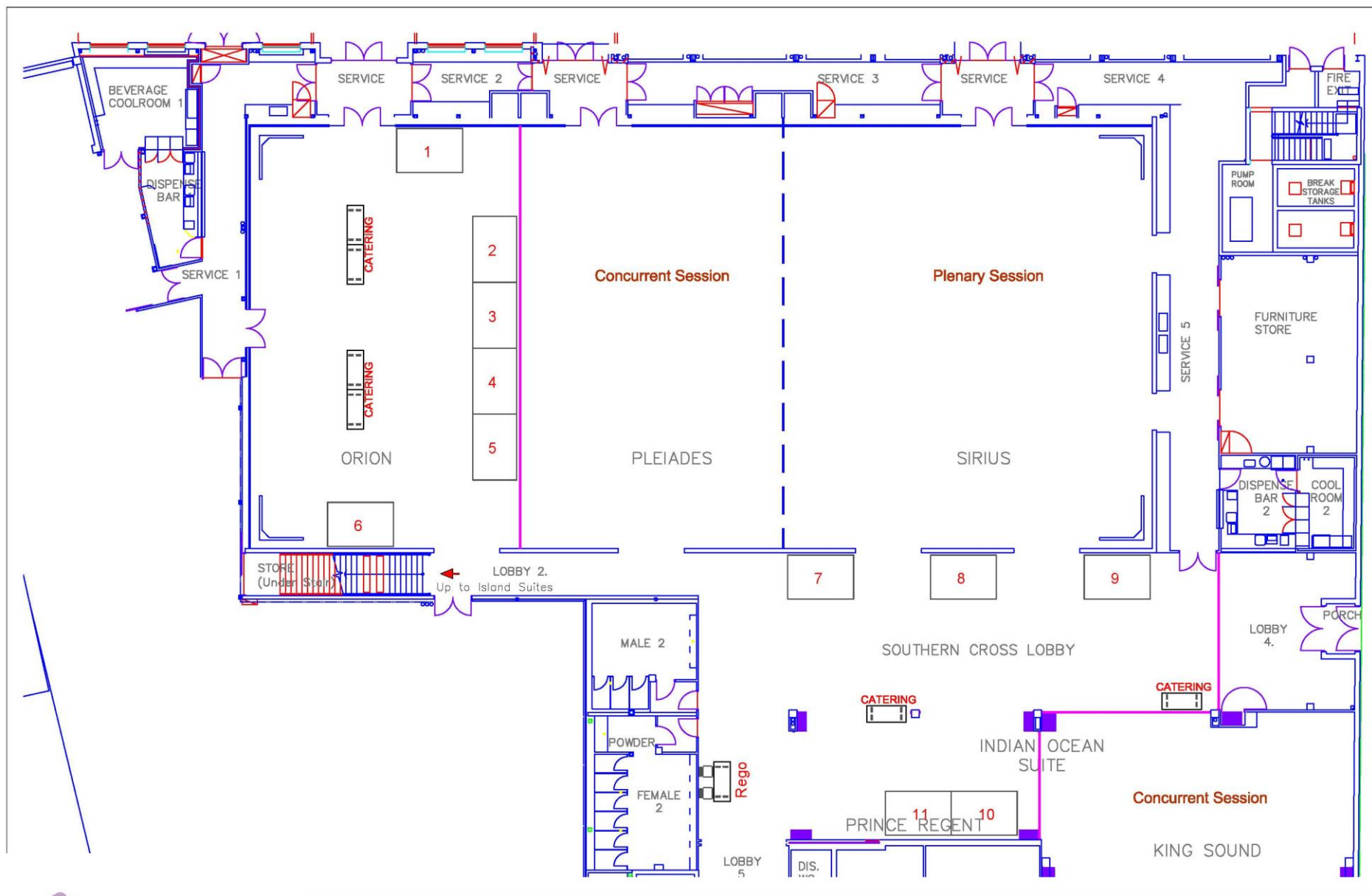
Sponsorship package notes

1. *A privacy clause will be inserted into the registration brochure that will give all delegates the option to be excluded from the delegate list. The delegate list will include the delegate name and organisation only.
2. ICTC Conference 2018 Sponsorship & Exhibition Terms & Conditions form a part of this Prospectus and can be viewed on the conference website.

Once sponsorship has been booked a confirmation letter confirming entitlements and deadlines will be sent. Contact us for more information on any entitlements.

Conference Pad & Pen Set

An opportunity exists for an organisation to provide conference delegates with a note pad and pen set. This is a great opportunity to promote your company to all delegates at the conference as you are able to print your logo on the items supplied—sponsor to provide the note pad and pen sets. This package will be accepted on a first in basis and is subject to organising committee approval.





ICTC Conference 2018

ABN 45 175 717 285

Sponsorship/Exhibitor Booking Form

Contact Name: _____
(For logistical requirements)

Organisation: _____

Address: _____

Ph: _____ Mob: _____

E-mail: _____

I wish to book spons/exhibitor package(s) _____

If exhibiting please list 3 exhibition booth number preferences: 1st _____ 2nd _____ 3rd _____

Total \$ _____

My preferred payment method is: ☐ EFT ☐ Cheque ☐ Credit Card – Visa/MasterCard
(1.5% surcharge)

EFT payment

ICTC Society Inc: Westpac The Pines
BSB – 034 604
Account No – 21 2843
Reference: your organisation

Credit Card payment

Please charge my ☐ MasterCard ☐ Visa for the amount of \$ _____ + 1.5% surcharge

Cardholder Name: _____

Credit Card Number: _____

Expiry Date: _____ Verification Number: _____

Cheque payment should be made out and forwarded to:

ICTC Society Inc
PO Box 2313, Brookside Centre, Qld 4053

Terms and Conditions Sponsorship/Exhibitor

- 1 A 50% deposit is payable within 21 days of this booking.
- 2 Balance of payment (50%) is due by 20 July 2018. Note: You may pay 100% of sponsorship up front if this is preferred.

I agree to the payment Terms and Conditions as listed above and in the prospectus and wish to book this package for ICTC Conference 2018.

Signature: _____ Date: _____

Name of authorised person: _____

ICTC 2018

Sponsors/Exhibitors Terms and Conditions

Welcome to the International Cities, Town Centres and Communities (ICTC) Society 2018 Conference. This document contains the standard terms and conditions of participating in ICTC 2018 that form part of the contract. It should be read in conjunction with the Sponsorship and Exhibition Prospectus.

The Contract

1. The term "Organiser" refers to ICTC Society and includes associations, corporate and government bodies who have engaged ICTC Society as their representative.
2. The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents identified in the Application Form or other written request for exhibition space.
3. The term "Sponsor" includes any person, firm, company or corporation and its employees and agents identified in the Application Form or other written request for sponsorship.
4. A "contract" is formed between the Organiser and Exhibitor and/or Sponsor when the Organiser accepts the signed Application Form and receives 50% of the total owing as a deposit and/or the Host City Nomination Form and initial deposit.
5. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally, the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

The Application

6. The Organiser reserves the right to refuse application or prohibit any Exhibitor and/or Sponsor from participation without assigning a reason for such refusal or prohibition.

Exhibition

Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in the contract.
8. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
9. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
10. The Organiser reserves the right to change the exhibition floor layout if necessary.
11. The Organiser is responsible for the control of the exhibition area only.
12. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open to visitors.
13. The Organiser agrees to provide the Exhibitor with an Exhibitor Kit prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
14. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibitor Kit. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.
15. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
16. The Organiser reserves the right to specify heights of walls and coverings for display areas.
17. The Organiser reserves the right to disapprove the content and presentation of the Exhibition catalogues, acknowledgments, handbills and printed matter with respect to the exhibition.
18. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
19. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.
20. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
21. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The Exhibitor agrees to abide by these.
22. The Organiser will accept no liability for loss or damage of equipment displayed or used by the Exhibitor.
23. The Organiser will arrange for daily cleaning of the aisles outside the exhibition open hours.

Obligations and Rights of the Exhibitor

24. The Exhibitor must ensure that all accounts are finalised and paid by the start date of the exhibition.
25. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
26. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
27. The Exhibitor must comply with all directions / requests issued by the Organiser including those outlined in the Exhibitor Manual.

28. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
29. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
30. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition space.
31. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to set-up or may be requested to cease building.
32. The Exhibitor is responsible for all items within their allocated exhibition space.
33. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
34. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor paying for all repairs. An invoice will be issued after the event and will be payable within 14 days.
35. The Exhibitor agrees to comply with all instructions relating to delivery times. The Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged prior to the delivery date specified or on return.
36. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
37. The Exhibitor agrees to conduct all business transactions within their allocation exhibition space unless otherwise approved by the Organiser.

Storage of goods

38. Instructions regarding storage will be outlined in the Exhibitor Manual distributed prior to the exhibition. Under no circumstances are goods permitted to be stored in public areas.

Stand Services and Construction

39. Official contractors will be appointed by the Organiser to undertake stand construction plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

Insurance and Liability

40. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
41. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
42. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
43. The Organiser shall not be liable for any loss, which the exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
44. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

Payment and Cancellation

45. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the stand will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
46. 50% of your total exhibition fee must accompany your booking.
47. All outstanding monies must be received by 27th July 2018.
48. Should payment not be received by the due date, the Organisers will release the assigned space and any deposits paid will be forfeited.
49. Payments are to be made in Australian dollars by cheque or bank draft. All prices quoted in the prospectus include GST.
50. Payments are to be made payable to: "ICTC Society No 2 Account", PO Box 2313, BROOKSIDE CENTRE Qld 4053, AUSTRALIA
51. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
52. In exceptional circumstances the Organiser will consider Exhibitor cancellation; but only if the following conditions are complied with:
 - a. The request for cancellation is submitted in writing.
 - b. The request is received at least six (6) months prior to the exhibition.
 - c. The Organiser is able to re-let the cancelled space in its entirety.
 - d. The reason for the cancellation is, in the opinion of the Organiser, well founded. This excludes bankruptcy, liquidation & receivership.

53. The Exhibitor accepts that upon cancellation 25% of the total contracted cost to exhibit will be retained by the Organiser. If cancellation occurs prior to the first payment the Exhibitor will be invoiced and required to pay this amount within a period of 30 days. If cancellation occurs within six (6) months of the commencement of the exhibition, 50% of the contracted cost to exhibit will be retained by the Organiser. If cancellation occurs within three (3) months of the commencement of the exhibition, 100% of the contracted cost to exhibit will be retained by the Organiser.

Sponsorship

Payment and Cancellation

54. 50% of your total sponsorship fee must accompany your booking (excluding host city sponsors).
55. All outstanding monies must be received by 27th July 2018.
56. Should payment not be received by the due date, the Organisers will release the assigned space and any deposits paid will be forfeited.
57. Payments are to be made in Australian dollars by cheque or bank draft. All prices quoted in the prospectus include GST.
58. Payments are to be made payable to: "ICTC Society No 2 Account", PO Box 2313, Brookside Centre Qld 4053, AUSTRALIA
59. Your cancellation must be advised in writing.
60. The Sponsor accepts that upon cancellation 25% of the total contracted cost to sponsor will be retained by the Organiser. If cancellation occurs prior to the first payment the Sponsor will be invoiced and required to pay this amount within a period of 30 days. If cancellation occurs within six (6) months of the commencement of the event, 50% of the contracted cost to sponsor will be retained by the Organiser. If cancellation occurs within three (3) months of the commencement of the exhibition, 100% of the contracted cost to sponsor will be retained by the Organiser.
61. The Organiser appreciates your support and cooperation and looks forward to working with you.

The information contained in this prospectus is correct at the time of publication. The committee reserves the right to change any part of the prospectus.