

16th INTERNATIONAL CITIES, TOWN CENTRES AND COMMUNITIES CONFERENCE



Sponsorship Prospectus

FUTURE PLACES: CONFLICT IN HARMONY

9-11
Nov 2016



Launceston, Tasmania, Australia



The Event

Future Places: Conflict in Harmony is the conference theme for the 16th International Cities, Town Centres and Communities (ICTC) Society conference being held at Hotel Grand Chancellor Launceston, Tasmania from 9 to 11 November 2016.

Now in its 16th year, ICTC 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**—show casing best-practice projects in and around Launceston
- **Special Interest Group** sessions (SIG) on Place Making and Smart Cities
- Over 50 **educational sessions**
- **Social function**—free standing allowing for maximum interaction.

Target Audience

400+ attendees with interests in:

- Planning, Urban Design,
- Development, Property
- Main street, Retail, Shopping
- Town Centres
- Economic Development
- Demography
- Place making,
- Marketing
- Architecture, Landscape, Environment
- Infrastructure, Resources,
- Energy, Transport
- Engineering, Surveying,
- Public Works
- Banking, Law, Finance,

ICTC 2016 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**

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 and city 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:

- Connectivity and data
- Accessibility
- Entertainment, Arts and Events
- Parks – playgrounds, pets, furniture and accessories
- Lighting, safety and signage
- Streetscape - furniture and accessories
- Roads and infrastructure – construction and project management
- Advisory services



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

- 8200 Call for Papers mailed to ICTC members across Australia and New Zealand
- 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 February and October 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 and 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 has always been the exhibition. The 2016 conference will again create an area where delegates want to gather and interact.

Exhibition opening hours

Thursday 10 November 8.00am – 5.00pm
Friday 11 November 8.00am – 5.00pm

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	\$2250	\$3950
Registrations included	1	2
Velcro compatible walling		
Fascia signage		
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 October 2016.

1. All booths have Velcro compatible walling and lighting as listed on the web site.
2. Exhibitor name and booth number printed on fascia panel (one colour) - corner booths include 2 signs
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 Society Sponsorship & Exhibition Terms & Conditions form a part of this Prospectus and can be viewed on the 2016 conference website at www.ictcsociety.org/2016.

Book online now

To book your sponsorship or exhibition package go to www.ictcsociety.org/2016. Once your online booking is complete, 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 2% credit card

Further information

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ICTC Conference 2016 | 9-11 November | Launceston, TAS, Australia

Sponsorship Package	Host City	Event Partner	Event App	Field Trip	Satchel
Cost and inclusions		\$9950	\$7450	\$4950	\$4950
1. Registrations		✓ 4	✓ 2	✓ 1	✓ 2
2. Trade booth		✓ Double	✓ Single		✓ Single
3. App & correspondence advertising			✓		
4. Registration Brochure advert	S O L D	✓ 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. Newsletter feature article		✓			
7. Company logo on		✓ name badge			✓ satchel
8. Function tickets		✓ 2	✓ 2	✓ 1	✓ 2
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	\$2950	\$2950	\$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.

Sponsorship inclusions

Acknowledgement

All sponsors are acknowledged at the opening and closing plenary sessions.

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 is listed as per the registration total 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.

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 ICTC e-newsletter – a relevant ICTC 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 2016 Sponsorship & Exhibition Terms & Conditions form a part of this Prospectus and can be viewed on the conference website at www.ictcsociety.org/2016

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

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

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.