

SPONSORSHIP AND EXHIBITION PROSPECTUS

28 - 30 April 2014
Aotea Centre, Auckland



Invitation

to sponsors and exhibitors

On behalf of ITS New Zealand, I am pleased to invite you to attend and participate in the 13th Asia Pacific ITS Forum and Exhibition 2014 in Auckland. The same year also marks the 10th anniversary for ITS New Zealand.

The theme for our 2014 Forum and Exhibition is SCORE (safety, choices, opportunities, results, efficiencies). This theme is well represented by Auckland's wide range of ITS projects already in use close to the venue; showcasing New Zealand's ITS capabilities, supporting safe and efficient networks.

As New Zealand's principal city, Auckland is an ideal venue for the Forum and Exhibition. The Aotea Centre in central Auckland is New Zealand's premiere convention destination with a diverse range of nearby hotels, attractions and touring options including world-class shopping, stunning natural surround, and outdoor adventure and relaxation opportunities. Auckland International Airport is served by more than 20 international airlines and has been voted as one of the 10 best airports in the world.

While in Auckland, delegates will have the opportunity to participate in a number of technical tours including:

- Auckland's Joint Traffic Operations Centre at Smales Farm, and the Northern Busway
- Britomart Public Transport Control Centre and AMETI Multi-Modal Project
- Tunnel Management System - Victoria Park Tunnel, Waterview Tunnel and the Alport Toll Tunnel.

Other ITS projects that can be viewed during the 30 minute journey from the international airport to Auckland City include:

- Auckland Motorways Interactive Ramp Signalling and Motorway Management
- Public Transport Traveller Real Time Information System
- National Traveller Information System

ITS New Zealand is committed to delivering a highly engaging and enjoyable 13th Asia Pacific ITS Forum and Exhibition in 2014. Our venue city Auckland aims to be the world's most liveable city, and I welcome the opportunity to add the wealth of knowledge and experience that our delegates will bring to this vision. I also look forward to having you join us in celebrating our 10-year milestone achievements in ITS.

Peter McCombs
President, ITS New Zealand

New Zealand's premier city Auckland is hosting the next ITS Asia Pacific Forum in 2014. This is the first time a global ITS conference will be held in New Zealand, bringing exciting opportunities for both New Zealand and the global ITS community to engage, share and advance ITS applications and challenges at both strategic and technical levels.

New Zealand is a tech-savvy market known for its early adoption of new technologies; the country's expenditure on information and communication technologies as a percentage of GDP is 14.4%, the highest in the world.

With its geographically-unique location and population of over 4 million, New Zealand is a great place to undertake soft product launches and is a prime Research and Development test ground. Many large overseas-based ICT and Technologies multinationals launch their major innovations to New Zealand before releasing to the rest of the world – examples include Facebook, LinkedIn, Eftpos and Vodafone (GPRS). Moreover, New Zealand is ahead of Northern hemisphere markets in terms of seasons, which provides additional benefits for testing seasonal products.

New Zealand is also ideal for testing innovations in a real market situation to help understand market dynamics in terms of rate of adoption, quality and usability and to iron out glitches prior to launching to other major markets.

As market leaders for ITS, your support and participation at this conference is a good way to generate opportunities for the ITS industry in New Zealand.

We are delighted to host this forum and certain that you will enjoy both our hospitality and our beautiful country. Save the date: 28-30 April 2014.

See you in Auckland!

Leon Wee
Chairman Events Committee, ITS New Zealand



Benefits from sponsoring and exhibiting:

Why sponsor and exhibit at the ITS Summit 2014?

- ✓ Raise your profile
- ✓ Participate in the headline meeting for the transport industry
- ✓ Reinforce your credentials as a key industry player
- ✓ Reach 300+ local and international buyers, referrers, state and federal ministers and representatives
- ✓ Publicise your activities and promote your company or brand to key industry members
- ✓ To launch a new product or service or generate media interest in policy/guideline changes
- ✓ Meet key decision makers in the industry and interact with them both in sessions and at social events
- ✓ Reinforce relationships with existing clients and develop new contacts
- ✓ Assess the current trends and challenges facing the transport systems industry and how your organisation might be effected or could assist with positive changes in the future

Organising Committee - ITS New Zealand

For more information
itsasiapacificforum2014.co.nz

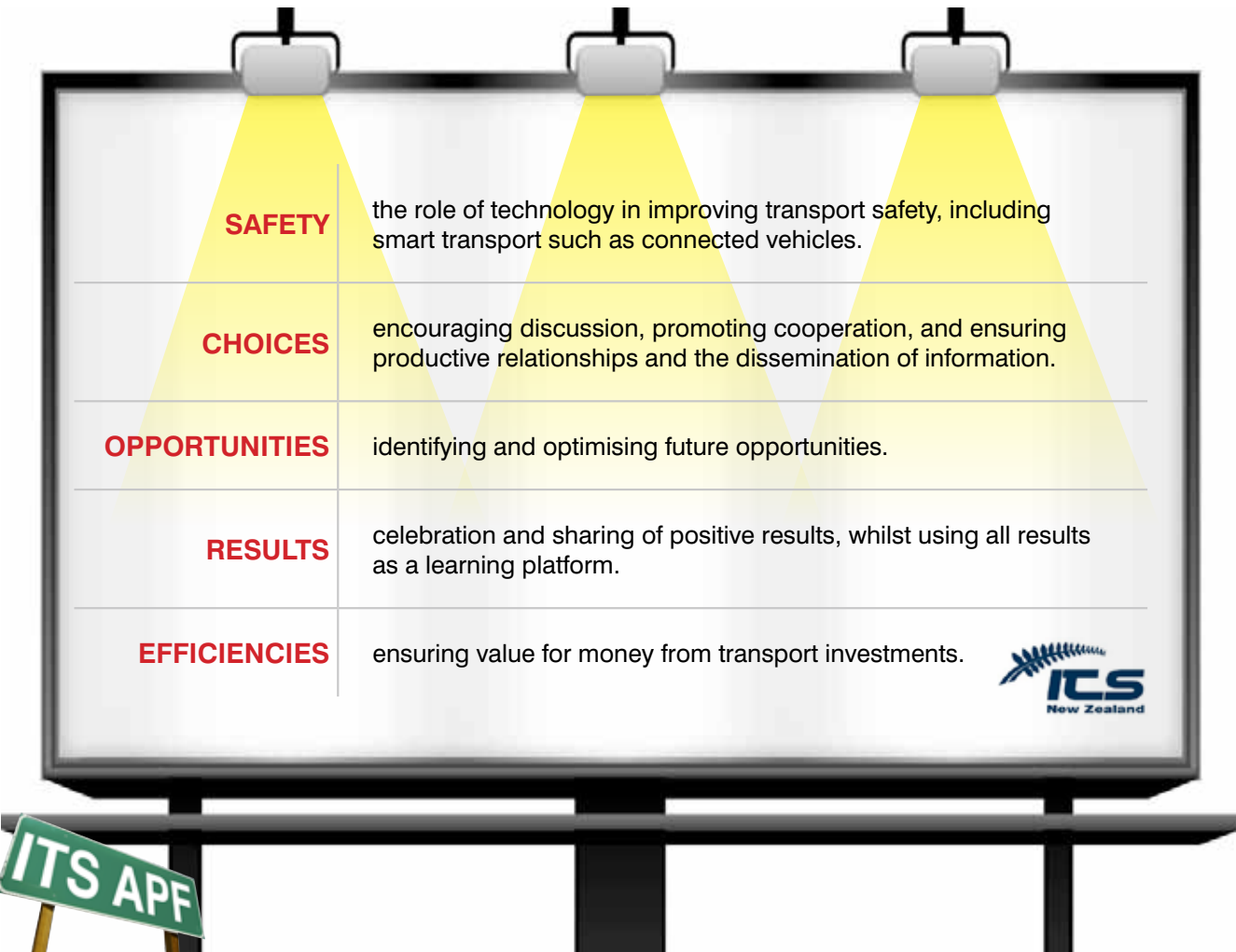


Conference theme



2014 will be the 10th Anniversary for ITS New Zealand. During this 10 year period our organisation has been a leader in the promotion, development and facilitation of sustainable, effective, efficient, safe and environmentally friendly transportation systems within New Zealand.

In keeping with this core vision the 2014 conference will highlight our achievements in five key areas: **SCORE**





Auckland has it all, a dynamic, multicultural city set in a natural paradise – it has a lifestyle rated among the world’s very best.

Auckland, New Zealand is one of the great cities of the Pacific Rim, home to 1.4 million people and buzzing with excitement. The city abounds with modern shopping areas and a myriad of quality cafés and restaurants. Yet its setting is a natural paradise. With three sparkling harbours, native forests, dormant volcanoes and stunning beaches, Auckland is a jewel.

Auckland is a whole region full of things to see and do. From the tranquil waters and emerald islands of the Hauraki Gulf, to the urban sophistication of downtown, the sheer diversity means you can engage in many adventures.

There’s every kind of venue you could imagine, for business or pleasure, and a list of activities and events to enjoy .



Opened in 1990 by Dame Kiri Te Kanawa, Aotea Centre is a multi-purpose venue of world-class design featuring optimal flexibility across the centre, the latest technology, contemporary furnishings, and a large collection of New Zealand artwork. Comprising the ASB Auditorium, the Herald Theatre and a range of foyers, bars and function rooms, the venue fulfils a dream for many Aucklanders – to have a world-class performing arts centre in the Auckland CBD.

The Maori name “Aotea” has several meanings in English, the most common one being “White Cloud” or “beyond the mist, a new beginning”. Aotea Centre is a showcase for significant New Zealand artwork and a magnet for international artists and events.



ASB Theatre, Aotea Centre, 50 Mayoral Drive, Auckland, New Zealand.

Sponsorship and Exhibition Opportunities

Sponsorship opportunities are broken into five categories as follows.

1. PARTNERSHIP SPONSOR

An opportunity for a special sponsor to customise an engagement to suit their individual needs in support of their desire to be the premium sponsor, promoting their brand or to achieve maximum exposure for a product launch.

2. PLATINUM SPONSOR

The highest level of standard sponsorship with maximum benefits in branding and promotion across all facets of the conference and exhibition. Includes double exhibition booth.

3. GOLD SPONSOR

A premium sponsorship package with outstanding benefits across all facets of the conference and exhibition including lunch time branding. Includes standard exhibition booth.

4. SILVER SPONSOR

A solid opportunity to gain awareness with morning tea and afternoon tea branding exposure. Exhibition space optional to purchase.

5. BRONZE SPONSOR

An opportunity for increased exposure and selected benefits across the conference. Exhibition space optional to purchase.

Sponsorship Level	1. PARTNERSHIP Exclusive	2. PLATINUM Limited	3. GOLD Limited	4. SILVER	5. BRONZE
NZD (excluding GST)	By negotiation	\$100,000+gst	\$25,000+gst	\$12,000+gst	\$8,000+gst
Program	•	•	•	•	•
Website	•	•	•	•	•
Presentation Logo	Largest	Large	Medium	Small	Small
Lanyards		•			
Bags	•				
Printed Material	•	•	•	•	•
Entrance Exhibit	•				
Break Outs			Lunch	Morning Afternoon tea	
Dinners	Gala Dinner	10Yr Anniversary			
Keynote Speaker	•	•			
Speaker Sessions	•	•	•	•	•
Thank you speech	•	•	•		
Demonstrations	•	•			
Exhibition	6m x 6m	6m x 2.4m	3m x 2.4m	Optional Extra	Optional Extra
Full Passes	5	5	4	2	1

EARLY-BIRD SPONSORSHIP DEAL:

Confirm and make full payment for your sponsorship to the 13th Asia Pacific Forum by 1 August 2013 and receive complimentary equivalent tier sponsorship status for the Annual ITS NZ Summit 2013. For more information about inclusions as a sponsor for ITS NZ Summit 2013, please inquire by email



Exhibition Opportunities for Sponsors Only

The exhibition will be located in the Lower NZI rooms, Aotea Centre. To maximise exposure to exhibitors all conference morning and afternoon tea stations as well as working lunches will be held within the exhibition space. The stands have been laid out with access and visibility in mind. Exhibition stands are either 3m x 3m, or dual spaces to create a larger stands as follows.

Standard Booth

NZD \$3,000.00+gst (3m x 2.4m = 7.2 m2)

- 3m x 3m booth
- 2.3m high walls with compatible frontrunner, 30cm deep fascia.
- 2 x 150 watt spotlights per booth
- 1 x single power point per booth
- 1 x organisation name / fascia sign (maximum 30 letters; one name per booth)
- 2 x exhibitor passes per booth (additional booth staff must be registered as additional exhibitors at \$150.00 per person)
- Electronic copy of delegate list – post Conference*

Double Booth

NZD \$5,000.00+gst (6m x 2.4m 14.4m2)

- 3m x 6m booth
- 2.3m high walls with compatible frontrunner, 30cm deep fascia.
- 4 x 150 watt spotlights per booth
- 2 x single power point per booth
- 1 x organisation name / fascia sign (maximum 30 letters; one name per booth)
- 3 x exhibitor passes per booth (additional booth staff must be registered as additional exhibitors at \$150.00 per person)
- Electronic copy of delegate list – post Conference*



Exhibition Conditions

Public Liability Insurance

Exhibitors must ensure that they are adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand.

Special Note

Exhibitors should consult their own insurance companies for proper coverage of their merchandise and displays, Public Risk Insurance, All Risk Insurance, All Risks, Employer's Liability, Personal, Accident and Staff Insurance for your stand area should also be taken out.

Sponsorship Conditions

- The organisers reserve the right to change the venue and duration of the event if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force so long as the sponsor is informed in reasonable time before the event.
- In the case of cancellation by the sponsor, notification in writing should be sent to the Conference Organiser. No refund of fees paid is applicable.
- Full payment must be made within 30 days of receipt of invoice.
- Participation as a sponsor is at the discretion of the Organisers.

Conference Registration

Some sponsorship packages entitle your organisation to one or more complimentary full conference registrations. It is most important that you nominate the recipient of any complimentary registrations. A Conference Registration Brochure, with instructions, will be sent to your organisation upon receipt of your sponsorship/exhibition participation form.

Delegate Details

Provision of delegate contact details is subject to privacy laws.

Payment Terms

- Full payment of fees must be paid within thirty (30) days of receipt of invoice. Full payment must be made prior to the event.
- It should be noted that all payments stated in this prospectus are in New Zealand dollars and are exclusive of GST (Goods and Services Tax) which from 1 October 2010 is 15%.
- Exhibitors are responsible for meeting any tax obligations such as New Zealand Goods and Services Tax.

Acceptance of the Terms and Conditions

By submitting the enclosed Sponsorship and Exhibition Application Form you acknowledge and accept the Exhibition Conditions.



13Th Asia-Pacific ITS Forum And Exhibition

Sponsorship and Exhibition Application Form

All sponsorship fees are quoted in New Zealand dollars and are exclusive of GST.

Please submit form or any queries to sponsorship@itsasiapacificforum2014.co.nz

Organisation Name: _____

Postal Address: _____

Physical Address: _____

Contact Name: _____

Contact Telephone: _____

Contact Email: _____

Address for Billing: ☐ Please send invoice to the above address

Address for Billing if different from above: _____

Sponsorship package: _____

☐ Partnership (by negotiation) ☐ Platinum (\$100,000+gst) ☐ Gold (\$25,000+gst)

☐ Silver (\$12,000+gst) ☐ Bronze (\$8,000+gst)

Option: Exhibition Booth (Silver and Bronze sponsors excludes complimentary exhibit booth)

☐ Standard booth (\$3000+gst)

☐ Double booth (\$5000+gst)

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