

## FOUR DIMENSIONS OF FLEET MANAGEMENT

SPONSORSHIP &  
EXHIBITION PROPOSAL



**2024 IPWEA  
Australasian  
Fleet Conference**

**25-27 MARCH 2024**

Proudly present by Institute of  
Public Works Engineering Australasia



**IPWEA**

INSTITUTE OF PUBLIC WORKS  
ENGINEERING AUSTRALASIA

#fleet2024

[www.fleetconference.com.au](http://www.fleetconference.com.au)

# AN INVITATION TO SPONSOR OR EXHIBIT



**Dear Industry Partner,**

Thank you for your interest in the 2024 IPWEA Australasian Fleet Conference.

IPWEA Fleet is a not-for-profit membership organisation and we since 2004, we have advised the Australasian fleet industry on best practice Fleet Management. In fact, other commercially run conferences frequently use IPWEA experts as keynote speakers. All proceeds from the conference are reinvested back into resources for the industry and our membership.



In 2017, we ran the first IPWEA Australasian fleet conference. The feedback we received to the inaugural event was nothing short of astounding. If you were a part of the inaugural conference, we thank you! Since then, the IPWEA Australasian Fleet Conference has gone from strength to strength, growing in size, speakers, delegates and partners.

This year's theme - ***Four Dimensions of Fleet Management*** - will showcase informative topics that are relevant to industry. Fleet management is a complex task with many moving parts and lots of interactions with internal and external stakeholders. With the transition to electric vehicles, Fleet Managers need to expand their personal and team capability while maintaining strong asset management fundamentals to ensure services are delivered to their customers.

At the 2024 IPWEA Fleet Conference, the program will delve into the Four Dimensions of Fleet Management that are critical competencies for a Fleet Manager while expanding into the areas of expertise to build a deeper level of knowledge and understanding for specialist team members.

In 2024, we're very much looking forward to another strong program, presented by key decision makers in plant and vehicle fleets, with plenty of time for networking and opportunities to demonstrate your products and services.

Don't miss this opportunity to partner with us, the investment will be worth it.

See you there!

**David Jenkins**  
**CEO, IPWEA Australasia**





2 STREAMS  
25-27 MARCH, 2024



## Why you can't afford to miss this conference

### KEY BENEFITS

- Delegates from across Australasia attend this IPWEA Fleet Conference
- Key decision makers in attendance
- Numerous face-to-face networking opportunities with an engaged audience
- The opportunity to present new initiatives and technologies to delegates

### CONFERENCE TOPICS

The IPWEA Australasian Fleet Conference will showcase leading speakers from Australia and beyond, discussing major issues impacting the industry. Keynote speakers will be announced on the conference website.

### WHO YOU WILL BE TARGETING

With this event you can now target Fleet Operators throughout Australia.

Plant and Fleet Managers, Fleet Officers, Works and Parks Supervisors, Workshop Supervisors, Works Engineers, Asset Managers, Procurement Officers

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# SPONSORSHIP & EXHIBITION PROPOSAL



## UNIQUE OPPORTUNITY

This is a unique opportunity to be involved through sponsorship of the conference and/or exhibiting at the trade display.

Your business will benefit by:

- Promoting your brand to a targeted fleet audience
- Networking with major customers during the event
- Supporting the industry that supports you

# KOMATSU

**Komatsu Australia is a long-time IPWEA Platinum Partner and supporter of the IPWEA Australasian Fleet Conference:**



*"It's been a long-standing relationship that has helped us enormously in our successes in the local government sector in Australia and New Zealand. Furthering this engagement really helps us reinforce the Komatsu name across local government. IPWEA has always been a very good organisation to be engaged with, it's a very professional institute, and gives us access to the key decision makers at that critical local government level."*



## ABOUT IPWEA'S FLEET PROGRAM

A key focus for IPWEA is plant and vehicle (fleet) management. Our fleet community of practice is aimed at raising the profile and knowledge of plant and vehicle management in public works and private sector fleets.

The program presents a unique opportunity for a supplier to reach councils and other organisations that operate a fleet of cars, trucks and machinery in Australia and New Zealand.

IPWEA FLEET's mission is to support those working, or intending to work in the management, procurement, maintenance and use of plant, vehicles & equipment. IPWEA FLEET is the leading provider of Plant and Vehicle Fleet Management reference materials and resources and provides a range of training and networking opportunities to the fleet industry.



## ABOUT IPWEA

The Institute of Public Works Engineering Australasia (IPWEA) is the peak industry professional organisation providing member services and advocacy for those involved in and delivering public works and engineering services to the community. Members come from the wide range of professions involved in public works and services – engineers, technicians, public works directors, finance directors, contractors, consultants, managers and strategic planners.





# CONFERENCE PROGRAM SNAPSHOT

We're doing things a little different at the 2024 Conference, starting on the Monday with a technical tour, followed by 2 full days of conference, on Tuesday and Wednesday.

## Monday 25 March 2024 - Pre-conference

Exhibition Bump in

**1:00pm - 4:00pm** Technical Site Tour (TBA)

Casual Dinner (TBC)

## Tuesday 26 March 2024

**7:30am - 8:30am** Conference registration and breakfast

**8:30am - 5:15pm** Conference sessions

**5:30pm - 7:30pm** Conference networking reception

## Wednesday 27 March 2024

**7:30am - 8:30am** Conference registration and breakfast

**8:30am - 5:00pm** Conference sessions

Conference Close

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# SPONSORSHIP & TRADE DISPLAY PACKAGES



## PLATINUM SPONSOR \$18,000 + GST

## WELCOME FUNCTION (1)

The Platinum Sponsor and exhibitor package is the highest level package and is limited to one organisation.

### EXPOSURE

- Naming rights of the welcome function on Tuesday night.
- Acknowledgement at conference opening and closing.
- Acknowledgement of sponsor by MC at sponsored function.
- Level of sponsorship highlighted in Conference program.
- Recognition as the Platinum Sponsor including logo on all literature relating to the conference.
- Company spokesperson to make a ten-minute address at a plenary session on Day 1.
- Company signage at sponsored function.
- Company supplied banner prominently displayed in conference plenary room.
- Company logo on plenary room sponsors' banner
- PowerPoint slide acknowledgement at appropriate timing.
- Company logo on conference website with link to company's home page.
- Exclusive sponsorship of delegates name badge - logo on badge
- Full page advertisement in conference handbook.
- Insert in conference satchel.
- A sponsored article in Fleet InTouch linking to content hub Insite.
- Dedicated LinkedIn Post from Fleet LinkedIn Account in the 3 weeks leading up to the event

### ENGAGEMENT

- Four complimentary conference registrations, including tickets to all social functions.
- Trade display for the duration of the conference – located in the most prominent, high traffic position, with no competitors located nearby, subject to adequate notice. (including vehicle)







## **GOLD SPONSOR**

**\$15,000 + GST**



## **HANDBOOK (1)**

**The Gold Sponsor and exhibitor package is a high level package and is limited to one organisation.**

### **EXPOSURE**

- Sponsorship of conference handbook including logo on the front cover.
- Acknowledgement at conference opening and closing.
- Acknowledgement of sponsor by MC as the handbook sponsor.
- Full page advertisement in conference handbook.
- Level of sponsorship highlighted in Conference program.
- Recognition as the Gold Sponsor including logo on all literature relating to the conference.
- Company spokesperson to make a ten-minute address at a plenary session.
- Company supplied banner prominently displayed in conference plenary room.
- Company logo on plenary room sponsors' banner.
- PowerPoint slide acknowledgement at appropriate timing.
- Company logo on conference website with link to company's home page.
- Insert in conference satchel.
- Dedicated LinkedIn Post from Fleet LinkedIn Account in the 3 weeks leading up to the event

### **ENGAGEMENT**

- Four complimentary conference registrations, including tickets to all social functions.
- Trade display for the duration of the conference (including vehicle)





## **PREMIUM TECHNICAL TOUR SPONSOR** **\$15,000 + GST**



## **SITE TOUR (1)**

**The Premium Site Tour Sponsor and exhibitor package is a high level package and is limited to one organisation**

### **EXPOSURE**

- Naming rights of the Technical Tour on Monday afternoon preceding the conference.
- Acknowledgement at conference opening and closing.
- Acknowledgement of sponsor at the technical tour
- Level of sponsorship highlighted in Conference program.
- Company spokesperson to make a ten-minute address at Technical tour
- Recognition as the Technical Tour Sponsor including logo on all literature relating to the conference.
- Company supplied banner prominently displayed in conference plenary room.
- Company logo on plenary room sponsors' banner.
- PowerPoint slide acknowledgement at appropriate timing.
- Company logo on conference website with link to company's home page.
- Full page advertisement in conference handbook.
- Insert in conference satchel.
- Dedicated LinkedIn Post from Fleet LinkedIn Account in the 3 weeks leading up to the event

### **ENGAGEMENT**

- Two complimentary conference registrations, including tickets to all social functions.
- Trade display for the duration of the conference (including vehicle)







## **SILVER SPONSOR** **\$10,000 + GST**

**LUNCH FUNCTION**  
**TUESDAY OR WEDNESDAY (2)**

**The Silver Sponsor and exhibitor package is a high level package and is limited to two organisations.**

- Naming rights of the Lunch function hosted on Tuesday or Wednesday.
  - Acknowledgement of sponsor by MC at sponsored function (lunch).
  - Acknowledgement at conference opening and closing.
  - Level of sponsorship highlighted in conference program.
  - Recognition as the Silver Sponsor including logo on all literature relating to the conference.
  - Company spokesperson to make a ten-minute address during the conference program.
  - Company signage at sponsored function.
  - Company supplied banner prominently displayed in conference plenary room.
  - Company logo on plenary room sponsors' banner.
  - PowerPoint slide acknowledgement at appropriate timing.
  - Company logo on conference website with link to company's home page.
  - Full page advertisement in conference handbook.
  - Insert in conference satchel.
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- Two complimentary conference registrations, including tickets to all social functions.
  - Trade display for the duration of the conference (including vehicle).

**2 SOLD**

## **BRONZE SPONSOR** **\$6,500 + GST**

**CONFERENCE BAG (5)**

**The Bronze Sponsor and exhibitor package is a mid level package and is limited to five organisations.**

- Level of sponsorship highlighted in conference program.
- Recognition as the Bronze Sponsor including logo on all literature relating to the conference.
- Organisational Logo (one colour) printed on the conference satchel.
- Acknowledgement at conference opening and closing.
- Company logo on plenary room sponsors' banner
- PowerPoint slide acknowledgement at appropriate timing.
- Company logo on conference website with link to company's home page.
- One complimentary conference registration, including tickets to all social functions.
- Trade display for the duration of the conference.

**5 SOLD**



### COFFEE CART SPONSOR (1) \$4,500 + GST

**SOLD**

- Naming rights as the Coffee Cart Sponsor for the conference.
- Level of sponsorship highlighted in Conference program.
- Recognition as the Coffee Cart Sponsor including logo on all literature relating to the conference.
- 500 coffee cups supplied featuring Sponsor Logo
- Company logo on plenary room sponsors' banner (logo in proportion to sponsorship level).
- PowerPoint slide acknowledgement at Conference Opening
- Company logo on conference website with link to company's home page.

### KEYNOTE SPEAKER SPONSOR \$2,000 + GST

- Sponsorship of a Keynote Speaker
- Level of sponsorship highlighted in conference program.
- Recognition as a Keynote Speaker Sponsor including logo on all literature relating to the conference.
- Company logo on plenary room sponsors' banner
- Acknowledgement by chairperson at commencement of sponsored speaker session
- Company logo on conference website with link to company's home page.

### MC SPONSOR (1) \$3,000 + GST

**SOLD**

- Sponsorship of the Master of Ceremonies for the conference.
- Sponsor to introduce the MC at the start of the conference.
- Level of sponsorship highlighted in conference program.
- Recognition as the MC Sponsor including logo on all literature relating to the conference.
- Company logo on plenary room sponsors' banner
- Company logo on conference website with link to company's home page.
- Company logo to be displayed by the MC for the duration of the conference.

### SESSION SPONSOR (6) \$2,000 + GST

- Naming rights of a session for the conference.
- Level of sponsorship highlighted in Conference program.
- Recognition as a Session Sponsor including logo on all literature relating to the conference.
- Acknowledgement by chairperson at commencement of sponsored session.
- Company logo on plenary room sponsors' banner
- PowerPoint slide acknowledgement at appropriate timing.
- Company logo on conference website with link to company's home page.





## CONFERENCE APP SPONSOR (1) \$2,500 + GST



- Sponsorship of conference app including logo.
- Level of sponsorship highlighted in conference program.
- Recognition as the Conference App Sponsor including logo on all literature relating to the conference.
- Company logo on plenary room sponsors' banner (size of logo in proportion to sponsorship level).
- Company logo on conference website with link to company's home page.
- Company logo on conference app.



## LUNCH SPONSOR (1) \$2,000 + GST

- Naming rights of conference Lunch.
- Level of sponsorship highlighted in Conference program.
- Recognition as the Lunch Sponsor including logo on all literature relating to the conference.
- Company signage at sponsored function.
- Company logo on plenary room sponsors' banner.
- Company logo on conference website with link to company's home page.

## MORNING & AFTERNOON TEA SPONSOR (2) \$1,500 + GST

- Naming rights of respective morning tea or afternoon tea.
- Level of sponsorship highlighted in conference program.
- Recognition as a Morning and Afternoon Tea Sponsor including logo on all literature relating to the conference.
- Company signage at sponsored function.
- Company logo on plenary room sponsors' banner.
- Company logo on conference website with link to company's home page.





## SPONSORSHIP & TRADE DISPLAY PACKAGES

### EXHIBITOR

**\$4,000 + GST**

- Highlighted in conference program as an exhibitor.
- One complimentary conference registration, including tickets to all social functions.
- Table top display for the duration of the conference.
- Recognition as a Conference Exhibitor including logo on all literature relating to the conference.
- Company logo on plenary room exhibitors' banner (size of logo in proportion to sponsorship level).
- Company logo on conference website with link to company's home page

### ADDITIONAL EXHIBITION ITEMS

#### SMALL MACHINE/CAR DISPLAY

**\$1,000 + GST**

#### LARGE MACHINE/TRUCK DISPLAY

**\$2,000 + GST**

Vehicle display is subject to availability

#### ADDITIONAL EXHIBITOR PASS

**\$500 + GST**

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### CONFERENCE SUPPORTER

**\$1,000 + GST**

- Level of sponsorship highlighted in conference program.
- Recognition as Conference Supporter including logo on all literature relating to the conference.
- Company logo on plenary room sponsors' banner (size of logo in proportion to sponsorship level).
- Company logo on conference website with link to company's home page.

### CONFERENCE SUPPORTER PLUS

Tailored packages to meet the sponsors needs.

#### FULL PAGE OR HALF ADVERT

**\$1,000 + GST or 600 + GST**

Full page or half page advertisement in the Fleet program distributed to all delegates at the conference.





## CONFERENCE VENUE

*Royal International Convention Centre  
600 Gregory Terrace, Bowen Hills QLD*



The Brisbane Showgrounds is located just 1.5km from the city's CBD in Bowen Hills.

It's bordered by Bowen Bridge Road, O'Connell Terrace, Brookes Street and St Paul's Terrace and is home to the state-of-the-art Royal International Convention Centre (Royal ICC), a four and a half star Rydges Hotel and vibrant King Street dining hub.

It's also in walking distance of Fortitude Valley, which boasts some of the best boutique shopping in Brisbane along with a diverse range of entertainment options.

Public transport is easily accessible and Brisbane's Domestic and International Airports are just a quick 15 minute taxi ride away.

## NETWORKING FUNCTION

The conference networking function will be held on Tuesday 26th March - location to be confirmed.



# ADDITIONAL INFORMATION

## SPONSOR + EXHIBITOR TERMS

The following are explanations of the various elements contained with our sponsorship packages.

### Cancellation Policy

In the case of your cancellation as Exhibitor / Sponsor, notification in writing shall be sent to the Conference Manager. In the event of cancellation of exhibition space / sponsorship IPWEA reserves the right to retain monies paid in full unless resold. If due to Government restriction relating to COVID-19 the conference can not proceed on the planned dates, the conference will in the first instance be postponed to a future date. If the alternate date does not suit the sponsor or exhibitor a full refund will be provided.

Exhibitors / Sponsors will have the choice of a full refund or transferring their arrangements to the virtual event, in which case a refund of the price difference will be made.

### Consequential Damage

IPWEA, and the Conference Organising Committee will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition / Sponsorship contract.

### Detailed Requirements and Due Dates

The IPWEA's requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you in a confirmation letter at a later date with relevant due dates. Logos will be requested in both .jpg and .eps format, high resolution 300dpi. Should an alternative format be received, the IPWEA cannot be held responsible for the quality of the logos displayed in any of the promotional material. In the event that materials, information or artwork required by the IPWEA are not received by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

### Exceptional Circumstances

IPWEA and the Conference Organising Committee reserve the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the Sponsor/ Exhibitor is informed at least one month before the planned Conference. IPWEA and the Conference Organising Committee will use reasonable endeavours to remedy the impact of exceptional circumstances.

### Exhibitor Display Rules

- The IPWEA shall determine the hours of access for Exhibitors including variations of such times as shall be necessary
- The exhibition booth or space is to be fully manned and operational and removal or change to any of the areas will not commence until after the exhibition closes after morning tea on the last day of the conference
- No advertising material, such as banners, are allowed outside the designated booth area
- Excessive noise that inconveniences other exhibitors or the Conference will not be allowed
- IPWEA will be the judges as to whether there is an annoyance
- No obstruction of any form in the aisles, designated exits and walkways
- While companies are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other companies or detracting from the Exhibition will be discouraged
- The Sponsor/Exhibitor will acknowledge that the IPWEA, the Conference Organising Committee, the exhibition hire company and the exhibition venue, will not be responsible for any loss or damage to the Exhibitor's property and that all Exhibitor material and equipment is the sole responsibility of the Exhibitor



# ADDITIONAL INFORMATION

## SPONSOR + EXHIBITOR TERMS

The following are explanations of the various elements contained with our sponsorship packages.

### Partnerships

Nothing contained in the Agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and IPWEA, and you must not do anything where you will, in any way, be represented as a partner of the IPWEA.

### Responsibility

IPWEA, the Conference Organising Committee and conference / exhibition venue accept no responsibility for any act, accidents, omissions on the part of service providers, the accuracy or content of any written or oral statements by speakers in connection with this event, delay, damage, personal injury or death. The Sponsor/Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibitor display area, howsoever caused.

The Sponsor/Exhibitor will indemnify the Organisers in respect of any claim and demands in respect thereof. The Sponsor/Exhibitor must take out adequate insurance in respect of all such claims. Australian regulators require all Sponsor/Exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of \$10 million or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand or space. Sponsor/Exhibitors are required to submit their Public Liability Insurance Certificate along with their booking form.

### Registrations

Sponsor/Exhibitors are not permitted to attend Conference sessions or social functions unless the relevant tickets are offered as part of the particular sponsorship or exhibition package. However, should Sponsor/Exhibitors wish to attend the Conference as a delegate or attend social functions, the appropriate registration form must be completed and forwarded to the Conference Organisers together with the applicable registration fee. Specific Sponsor/ Exhibitors registration forms will be sent out at a later date.

### Sponsorship and Exhibition Packages

Please refer to the sponsorship packages in the Sponsor and Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the IPWEA. Sponsorship and exhibition entitlements will not commence until the acceptance form and deposit is received by IPWEA.

### Unavoidable Occurrences

In the event that the Conference/Exhibition is cancelled or delayed through no fault of IPWEA, the Conference Organising Committee, Conference Organiser and the Venue Manager, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Exhibitor/Sponsor shall not be entitled to any refund or claim for any loss of damage.

### Venue

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.