Sponsorship and Trade Exhibitor Opportunities

14 - 17 March 2017
Brisbane Convention & Exhibition Centre, South Bank, Brisbane, Queensland, Australia

www.streetlightingconference.com.au
Further information can be found at the conference website: www.streetlightingconference.com.au
An invitation to sponsor or exhibit

As a valued stakeholder in the rapidly-evolving world of street lighting and smart controls, we invite you to participate in the 3rd International Street Lighting + Smart Controls Conference.

There’s no disputing that LED lighting and smart controls can save councils and their ratepayers many millions of dollars over the asset lifetime. What’s not so clear is how cash-strapped councils can go about rolling out this game-changing technology.

The 3rd International Street Lighting + Smart Controls Conference will show how we can achieve these economic, energy and environmental savings and at the same time increase community safety, reduce road incidents and improve the liveability of our cities and towns. It will address the latest international and local developments and future trends that, as an industry stakeholder, you need to know about.

The conference will build upon the learnings and outcomes of SLP’s very successful and award-winning 2014 and 2015 road lighting conferences in New Zealand. Surveys of attendees at the 2015 event resulted in an overall satisfaction rating of nine out of 10, with speaker and exhibitor feedback equally glowing.

Contributing as a sponsor or exhibitor at this conference will provide an unmatched opportunity to engage with the largest field of influential leaders and decision-makers across Australia and New Zealand.

The packages outlined in this document offer a variety of exposure levels. The opportunity also exists for your organisation’s representatives to meet with delegates through complimentary attendance at the conference and networking functions.

We appreciate your consideration of support for this conference and look forward to the opportunity to develop a mutually beneficial partnership.

Robert Fuller
CEO, Institute of Public Works Engineering Australasia

“The Road Lighting conference and exhibition in Auckland 2015 were impressive. The speakers presented some great insights on LED road lighting from cities around the world. Unlike many ‘typical seminars’ both successes and pitfalls were presented enabling active discussion and learning – it was a very impressive event.”
Chris Byrne, General Manager, Thorn/Zumtobel, ZG Lighting (NZ) Ltd

“NZ Road Lighting Conference 2014. The best road lighting conference ever.”
Adam Carey, Managing Director Australia NZ, Citelum Group
Why you can’t afford to miss this conference

KEY BENEFITS

• At least 300 delegates expected to attend
• An award-winning conference formula, building on two successful New Zealand conferences
• Nine out of 10 attendee satisfaction rate run by Strategic Lighting Partners (SLP)
• Featuring a dozen or more world-class international expert speakers
• A premier location and world-class venue
• Technical tour
• Masterclasses
• Only 10% of Australian and 11% of New Zealand street lights have been converted to LEDs and less than 0.1% are smart controls enabled
• Underpinned by IPWEA’s influential Street Lighting and Smart Controls Programme
• Will attract the major decision makers in procurement from councils, electricity utilities and government.

KEYNOTE SPEAKERS

Professor Rune Elvik, from the Norwegian Institute of Transport Economics, editor of the industry acclaimed first and second editions of The Handbook on Road Safety Measures and also one of several co-authors to the Norwegian 2016 edition. His presentation will identify the strong international economic and safety research evidence for road lighting, and suggest that the recognition still remains lower than that research deserves.

Mr Scotty Hutto of Georgia Power – which is a large US investor owned electricity utility company that has similarities to Australian electricity distributors, and is leading the world’s largest installation of 600,000 LED road lights with smart control systems.

Mr Ed Ebrahimian, the Director of the Los Angeles Bureau of Street Lighting, will speak on Los Angeles’ trip towards a smart city after leading the world in LED road lighting – and always with strong support from the two mayors over that period.

... and an unprecedented lineup of other high profile international speakers.
WHO YOU’LL BE TARGETING

This conference will give you access to major decision makers within councils, electricity utilities and governments. The conference is expected to attract more than 300 delegates from across Australia and New Zealand, including a dozen or more internationally recognised experts and key local leaders in their fields.

Delegates will come from both the public and private sectors, and will likely include representatives from the following disciplines:

- Mayors and council CEOs
- Local council directors
- Electricity distribution utilities
- Street light luminaire suppliers
- Smart controls suppliers
- Lighting designers and consultants
- Street lighting service providers
- Smart pole suppliers
- Contractors and installers
- Public policy and ministerial advisers
- Local government and industry associations
- Commonwealth, state and territory government agencies

INFLUENCERS YOU’LL MEET

You will engage with decision makers across policy and acquisition, as Australia and New Zealand rapidly ramp up their deployment of LED and Smart Controls. This business-matching opportunity is unprecedented in the Australasian lighting and smart controls industry.

Customised packages are available to suit your marketing requirements, with opportunities contained within this prospectus. IPWEA is keen to ensure that the investments made by conference sponsors and exhibitors are effective, and that conference delegates are able to quickly access the sponsors’ and exhibitors’ products and services in their fields of interest.

Key opportunities include helping the major sponsor and the international speaker sponsors host invitation-only VIP ‘meet and greet’ functions for your best prospects.

“The previous 2014 & 2015 Road Lighting conferences were extremely timely, relevant and successful with an impressive list of local and international speakers. This provided a great opportunity to target and engage with senior public lighting decision makers.”

Mark Kirkham, BDM Councils & Government, Advanced Lighting Technologies NZ Ltd
A WORLD-CLASS CITY AND VENUE

The conference will be held at Brisbane’s premier Convention and Exhibition Centre, South Bank, Brisbane, Queensland, from 14-17 March 2017.

- The centre is Australia’s most awarded venue, having won a total of 150 industry performance-based awards since opening.
- It is ideally located in Brisbane’s thriving cultural and entertainment precinct at South Bank.
- Within walking distance of all major hotels.
- The welcome reception will be held in a prestigious Brisbane venue befitting this important conference.
- The conference dinner will be held in the Boulevard Room at the Brisbane Convention and Exhibition Centre, with its open air terrace off the main room affording spectacular views across the Brisbane River to the city skyline.

PROVEN, EXPERIENCED HOSTS

This conference is hosted by IPWEA, the peak professional organisation providing member services and advocacy for those involved in and delivering public works infrastructure and engineering services to their communities throughout Australia and New Zealand. It has more than 4000 members who work in the wide range of professions involved in public works and service.

IPWEA recently established the Street Lighting and Smart Controls (SLSC) Programme to measurably increase the deployment of LED lighting and smart controls in Australasia. The SLSC Programme is supported by the Australian Department of the Environment & Energy, major industry leaders, government and peak industry organisations. The 3rd International Street Lighting + Smart Controls Conference will support the SLSC programme goals.
The conference is co-hosted by SLP who have presented award winning Road Lighting Conference in New Zealand in 2014 and 2015.

This is expected to be the largest and most strategically focused conference on street lighting and smart controls ever presented in Australia. It will have significant impact on both the public and private sectors.

The conference will break new ground in Australia by focusing exclusively on street / road lighting, and associated smart controls.

A dozen or more internationally-recognised experts, invited because of their unique expertise and track record, will speak at the conference. These industry leaders have been researching, installing and managing millions of LED lights in Europe and the USA since the inception of LED. At the conference they will give Australian and New Zealand decision-makers, policymakers and practitioners the benefit of their learning and experience.

Although Australia and New Zealand currently lag significantly behind some other comparable countries in changing to LED street lighting and smart controls, as the local impediments are removed, the uptake rate is likely to be very rapid. This implementation lag will allow us to learn from the pioneering work of those who have led the massive recent LED and smart control roll-outs in the USA, Canada, UK, Europe and elsewhere – several of whom will speak at the conference.

This presence will provide a rare opportunity to engage and network with international and local leaders in street lighting and smart controls – enabling conference delegates to quickly get global perspectives without the time and expense of international travel.

CONFERENCE TOPICS WILL INCLUDE

- Benchmarking world best practice in LED and smart controls
- LED and smart controls design and technology pathways
- Applying smart city controls
- Challenges and opportunities for electricity distribution utilities
- The changing standards and regulation landscape
- Innovative procurement and project management
- Financial analysis and risk management
- Safer cities for drivers and pedestrians
- Environmental and ecological impacts
- Human health impacts
- SLSC Programme progress to date and early deliverables
Packages of benefits for sponsors or trade exhibitors can be negotiated to suit each organisation’s marketing requirements at costs from entry level to $25,000 + GST.

As a guide, the following table shows the sponsorship packages, the number of opportunities available and major benefit that may be included in each package. It is stressed that the actual packages of benefits can be tailored to meet each organisation’s requirements.

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>QUANTITY</th>
<th>MAJOR BENEFIT INCLUDED IN PACKAGE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>1</td>
<td>Conference dinner</td>
</tr>
<tr>
<td>Gold</td>
<td>2</td>
<td>Welcome reception co-host</td>
</tr>
<tr>
<td>Silver</td>
<td>2</td>
<td>Conference satchel</td>
</tr>
<tr>
<td>Session</td>
<td>6</td>
<td>Sponsorship of a technical session</td>
</tr>
<tr>
<td>Trade Exhibitor</td>
<td>35</td>
<td>High quality exhibition booth displays</td>
</tr>
<tr>
<td>Conference Stationery</td>
<td>1</td>
<td>Pens and pads</td>
</tr>
<tr>
<td>Conference Lanyard</td>
<td>1</td>
<td>Lanyard</td>
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<tr>
<td>Conference MC</td>
<td>1</td>
<td>Sponsorship of conference MC</td>
</tr>
<tr>
<td>International Speakers</td>
<td>10</td>
<td>Sponsorship and access to international speakers</td>
</tr>
<tr>
<td>Conference Programme Handbook</td>
<td>1</td>
<td>Sponsorship of conference programme handbook, with full page colour advertisement on inside front cover of programme</td>
</tr>
<tr>
<td>Breakfast and Lunch</td>
<td>4</td>
<td>Sponsorship of breakfast or lunch on selected day, with company logo and signage displayed on buffet during the sponsored meal</td>
</tr>
<tr>
<td>Morning and Afternoon Tea</td>
<td>4</td>
<td>Sponsorship of selected morning or afternoon tea break, with company logo and signage displayed on buffet during the sponsored break</td>
</tr>
<tr>
<td>Full-page Advertisement in Conference Programme Handbook</td>
<td>5</td>
<td>Full-page colour advertisement in conference programme handbook (sponsor to provide artwork)</td>
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<tr>
<td>Half-page Advertisement in Conference Programme Handbook</td>
<td>5</td>
<td>Half-page colour advertisement in conference programme handbook (sponsor to provide artwork)</td>
</tr>
<tr>
<td>Technical Tour</td>
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* Please refer to pages 9-15 for full details.
“GE were major sponsors for both Road Lighting 2014 and 2015 and we were very pleased with both of them as they delivered experience from around the globe combined with Australia and New Zealand. The wider consideration on quality of light and safety impacts was refreshing, rather than a sole focus on energy reduction.”

Ian Killick, Regional Manager Australia New Zealand, Current powered by GE

PLATINUM SPONSOR
$25,000 +GST

The Platinum Sponsor benefits package may include:

- A pre-conference planning meeting with senior IPWEA representatives to discuss (a) sponsors’ requirements and expectations, (b) how to meet those expectations and (c) criteria for assessing the value of the sponsorship post-conference.
- Assistance from a member of the conference organising committee, plus resourcing support from a nominated member of the conference management company’s on-site staff.
- Hosting and naming rights for the conference dinner on Wednesday 15 March 2017.
- Signage prominently displayed during the conference dinner.
- Opportunity to host an invitation-only private function. This function would be at the sponsor’s own expense. The IPWEA CEO will officially invite the sponsor’s selected delegates to the function on behalf of the sponsor.
- Opportunity for a representative to give a five minute address during the dinner.
- Opportunity for a representative to briefly outline company’s business profile and/or smart lighting and smart control capabilities during the conference opening session.
- Opportunity to display product or service at main entrance.
- Recognition as the Platinum Sponsor on all conference printed material.
- Special sponsor name tags acknowledging the level of sponsorship.
- Exclusive sponsorship of delegates name badge – logo on badges.
- Organisational logo included on all promotional material, including a link on the conference website, with identification as the Platinum Sponsor.
- Organisation signage prominently displayed in the main conference room (provided by sponsor).
- Sponsor supplied DVD shown at sponsored function.
- Company logo featured on sponsors’ banner in the conference plenary room.
- Support acknowledged at the conference opening and closing session.
- Trade exhibition display for the duration of the conference - located in the most prominent, high traffic position, with no competitors located nearby, subject to adequate notice.
- Four complimentary conference registrations, including tickets to all social functions.

After the conference

A review meeting within two months of the conference, involving senior representatives of IPWEA and the sponsor, to identify what worked most effectively at the conference and areas for improvement.
GOLD SPONSORS
$15,000 +GST

The Gold Sponsor benefits package may include:

- A pre-conference planning meeting with senior IPWEA representatives to discuss (a) sponsors’ requirements and expectations, (b) how to meet those expectations and (c) criteria for assessing the value of the sponsorship post-conference.
- Assistance from a member of the conference organising committee, plus resourcing support from a nominated member of the conference management company’s on-site staff.
- Joint hosting and joint naming rights for the welcome reception on Tuesday, 14 March 2017.
- Signage prominently displayed during the welcome reception.
- Opportunity for a representative to give a five-minute address outlining the company’s business profile and street lighting and smart controls capabilities during the conference Welcome Reception.
- Recognition as a Gold Sponsor in conference printed material.
- Special sponsor name tags acknowledging level of sponsorship.
- Organisational logo included on all promotional material, including a link on the conference website, with identification as a Gold Sponsor.
- Organisational signage prominently displayed in the main conference room (provided by sponsor).
- Support acknowledged at the conference opening and closing session.
- Trade exhibition display for the duration of the conference – stand location in a prominent, high traffic position, with no competitors located nearby, subject to adequate notice.
- Three complimentary conference registrations, including tickets to all social functions.

After the conference

A review meeting within two months of the conference, involving senior representatives of IPWEA and the sponsor, to identify what worked most effectively at the conference and areas for improvement.
“LRL has supported the Street Lighting and Smart Controls conference for the past 2 years, we appreciate the opportunity to visit and collaborate with local professionals.”
Jeff Libis, Vice President Sales, LED Roadway Lighting, Canada

SILVER SPONSORS
$10,000 *+GST

The Silver Sponsor benefits package may include:
• Organisation logo (one colour) printed on the conference satchel alongside the conference logo.
• Recognition as a Silver Sponsor in conference printed material.
• Organisational logo included on all promotional material, including a link on the conference website, with identification as a Silver Sponsor.
• Company logo featured on sponsors’ banner in conference plenary room (size of logo in proportion to sponsorship level).
• Support acknowledged at the conference opening and closing session.
• Company logo featured on sponsors’ banner in conference plenary room (size of logo in proportion to sponsorship level).
• Trade exhibition display for the duration of the conference.
• Two complimentary conference registrations, including tickets to all social functions.

SESSION SPONSORS
$7,500 *+GST

The Session Sponsor benefits package may include:
• Sponsorship of a dedicated conference session.
• Company banner and priority recognition in the room of the stream being sponsored (provided by sponsor).
• Trade display exhibition for the duration of the conference.
• Recognition as a Session Sponsor in conference printed material.
• Organisation logo included on all promotional material, including link on conference website, with identification as a Session Sponsor.
• Company logo featured on sponsors’ banner in conference plenary room (size of logo in proportion to sponsorship level).
• Support acknowledged at the conference opening and closing session.
• One complimentary full conference registration, including tickets to all social functions.

TRADE EXHIBITOR
$5,000 *+GST

The Trade Exhibitor benefits package may include:
• The opportunity to hold a high quality booth display for the duration of the conference.
• One (1) complimentary full conference registration for a company representative which includes all social functions.
• Recognition as a trade exhibitor in the conference program.
• Company organisation list on conference website with link to company homepage.
CONFERENCE STATIONERY SPONSOR
$3,000 +GST

The Conference Stationery Sponsor benefits package may include:

• Company stationery (pens and pads) included in conference satchels. Pens and pads provided by sponsor.
• One (1) complimentary full conference registration for your company’s representative which includes all social functions.
• Organisation logo included on all promotional material, including link on conference website, with identification as 'Conference Stationery Sponsor'.

CONFERENCE LANYARD SPONSOR
$3,000 +GST

The Conference Lanyard Sponsor benefits package may include:

• Lanyards with your company name/logo on the band.
• One (1) complimentary full conference registration for your company’s representative which includes all social functions.
• Organisation logo included on all promotional material, including link on conference website, with identification as 'Conference Lanyard Sponsor'.

INTERNATIONAL SPEAKER SPONSOR
$2,500 +GST

The International Speaker Sponsor benefits package may include:

• Sponsorship of a conference international speaker.
• Organisation logo included on all promotional material, including link on conference website, with identification as 'International Speaker Sponsor'.
• Opportunity to host invitation-only private 'meet and greet' functions with their sponsored international speaker. This function would be at the sponsor’s own expense. The IPWEA CEO will officially invite the sponsor’s selected delegates to the function on behalf of the sponsor. Dedicated private area provided FOC.
• Company banner displayed during keynote speaker presentation (provided by sponsor).
• One (1) complimentary full conference registration for a company representative, which includes all social functions.
• Company logo featured on sponsors’ banner in conference plenary room (size of logo in proportion to sponsorship level).
**CONFERENCE MC SPONSOR**

$2,500 +GST

The Conference MC Sponsor benefits package may include:
- Sponsorship of conference MC Gerry Gannon.
- Organisation logo included on all promotional material, including link on conference website, with identification as ‘Conference MC Sponsor’.
- One (1) complimentary full conference registration for a company representative, which includes all social functions.
- Company logo featured on sponsors’ banner in conference plenary room (size of logo in proportion to sponsorship level).

**BREAKFASTS AND LUNCHES**

$3,000 +GST

The Breakfasts and Lunches benefits packages may include:
- Sponsorship of conference buffet breakfast or lunch on selected day.
- Company logo on signage on breakfast or lunch buffet during the sponsored breakfast or lunch.
- Opportunity to display company signage at sponsored breakfast or lunch (sponsor to provide maximum of one pull up banner).
- Organisation logo included on all promotional material, including link on conference website, with identification as ‘Breakfast Sponsor’ or ‘Lunch Sponsor’.
- Company logo featured on sponsors’ banner in conference plenary room (size of logo in proportion to sponsorship level).

**CONFERENCE APP SPONSOR**

$2,000 +GST

The Conference App Sponsor benefits package may include:
- Organisation logo included on the conference app.
- Organisation logo included on all promotional material, including link on conference website, with identification as ‘Conference App Sponsor’.

**MORNING AND AFTERNOON TEAS**

$1,000 +GST

The Morning and Afternoon Tea benefits package may include:
- Sponsorship of conference morning or afternoon tea break on selected day.
- Company logo on signage on serving tables during the sponsored catering break.
- Opportunity to display company signage at sponsored catering break (sponsor to provide maximum of one pull up banner).
- Company logo featured on sponsors’ banner in conference plenary room (size of logo in proportion to sponsorship level).
- Organisation logo included on all promotional material, including link on conference website, with identification as ‘Morning or Afternoon Tea Sponsor’.

**CONFERENCE MC SPONSOR**

$2,500 +GST

The Conference MC Sponsor benefits package may include:
- Sponsorship of conference MC Gerry Gannon.
- Organisation logo included on all promotional material, including link on conference website, with identification as ‘Conference MC Sponsor’.
- One (1) complimentary full conference registration for a company representative, which includes all social functions.
- Company logo featured on sponsors’ banner in conference plenary room (size of logo in proportion to sponsorship level).
FULL PAGE ADVERTISEMENT IN CONFERENCE PROGRAMME
$1,000 +GST
- One full page colour advertisement in conference programme handbook (sponsor to provide artwork).
- Company logo featured on conference website with link to company homepage.

HALF PAGE ADVERTISEMENT IN CONFERENCE PROGRAMME
$600 +GST
- Half page colour advertisement in conference programme handbook (sponsor to provide artwork).
- Company logo featured on conference website with link to company homepage.

SATCHEL INSERT
$500 +GST
- Opportunity to include one promotional flyer or brochure (A4 size or smaller) for associated businesses and organisations in the satchels that all delegates will receive when registering for this conference. Collateral supplied by your organisation.
- Recognition as an industry supporter in the conference program.

MASTERCLASSES
- IPWEA and SLP are currently negotiating to provide up to three private, dedicated masterclasses on Friday, 17 March 2017. These masterclasses (2h duration each) will give unprecedented opportunity for government representatives, electricity utilities, mayors, CEOs and GMs to access these intellectual giants in their field. We bring international expertise and access to you, saving you the cost and time of international travel. Delegate fees are $750pp plus GST, or $500pp if attending the conference. Your organisation may wish to sponsor a number of invitees to these masterclasses. Maximum of 20 attendees only per masterclass.

TECHNICAL TOUR
$3,000 +GST
- Delegates will be charged additional fee for a supplementary technical tour on Friday, 17 March 2017. The sponsor is invited to host lunch, hospitality and transport for delegates.

FLOORPLAN
For the floorplan layout, see www.streetlightingconference.com.au
SPONSORSHIP TERMS

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

Cancellations and Refunds
Once a booking form has been received, any cancellation must be advised in writing. If the cancellation is received on or before Friday 13th January 2017, a cancellation fee of 25% of the total fees will be retained/due. For cancellations after this date, the full amount of the total fees will be retained/due. These cancellation terms apply whether or not payment has been received at the time of cancellation.

Complimentary full conference registration
‘Full conference registration’ includes lunches, morning and afternoon teas, conference program and material, name badge, conference satchel, welcome reception and conference dinner. Additional company representatives (above the sponsorship entitlement) will be at early registration rates.

Conference promotional material
A full-colour electronic version of the conference programme handbook will be produced and will include colour logos from major sponsors. If sponsorship is not confirmed and payment received in full there is no guarantee that logos will be included. It is the responsibility of the sponsor to ensure logos are sent to the conference managers well in advance of the design deadline to ensure they are included (jpeg or eps format).

Conference programme handbook
All sponsorship packages include sponsor recognition in the conference programme handbook. The handbook will include a detailed agenda, information about presenters, sponsors and trade exhibitors, delegates’ lists and function details.

Company signage
The type of company signage to be displayed is dependent on the space and physical constraints at the venue. Every effort will be made to accommodate sponsors’ requests.

Public and Product Liability Insurance
Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A$10,000,000 or above. This refers to damage or injury caused to third parties / visitors on or in the vicinity of an exhibition area. Please ensure a copy of your current Public Liability Insurance is forwarded to the Conference Managers with your booking form.

Satchel insert
Minimum of 300 pieces (one A4 or DL size flyer, brochure or similar). Other promotional material or product samples subject to confirmation (eg pens, writing pads with company logo). We encourage non-paper items to support the intention of running an environmentally-friendly conference. Details of shipping information to be provided by organisers.

Site Allocation
Sponsors will be given first choice of preferred site location at the conference venue; all other site locations will be allocated by the conference managers just prior to the commencement of the conference, however, preference will be given to those organisations who confirm their participation early.

Trade display
Trade display includes a 3m x 2m booth, with table, two chairs, power, lights and headboard (porterage charge in/out additional and off-site secure storage available at cost if required). A booking form is available on request. The sponsor and trade exhibition area will be co-located with catering in areas next to where the conference presentations will be held.

CONTACT DETAILS

Conference Managers: East Coast Conferences
Jayne Hindle, Amy McIntosh, Jasmine Durbidge, Jodie McCormick
Email: amy@eastcoastconferences.com.au
Mobile: +61 2 408 220 188
Phone: +61 2 6650 9800

Sponsorship arrangements may be made by contacting:
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We look forward to your support.