



# ROAD SAFETY

RESEARCH, POLICING AND EDUCATION  
CONFERENCE 2013

*VISION, ACTION, RESULTS*



Image courtesy of Steven Vorholt

## SPONSORSHIP & EXHIBITION PROSPECTUS

**WEDNESDAY 28 AUGUST – FRIDAY 30 AUGUST 2013**  
**BRISBANE CONVENTION AND EXHIBITION CENTRE**  
**QUEENSLAND • AUSTRALIA**

### CONTACT DETAILS

T: +61 7 3858 5542  
F: +61 7 3858 5499  
W: [www.rsrpe2013.com.au](http://www.rsrpe2013.com.au)  
E: [sponex@rsrpe2013com.au](mailto:sponex@rsrpe2013com.au)



# ***VISION, ACTION, RESULTS***



## About the Road Safety Research, Policing & Education Conference 2013

The Road Safety Research, Policing and Education Conference is the premier annual road safety conference in Australasia.

The theme of the 2013 conference is **“vision, action, results”**. The National Road Safety Strategy outlines an ambitious vision for road safety, and the conference will focus on the actions required to achieve these results, including presentations on the results of the latest evaluations and strategies that have contributed to reduced road trauma. There will be a focus on the evidence we currently have available, and how everyone with an interest in road safety can work together to achieve the targeted reduction in serious casualties.

The conference program will cover all areas of road safety, with the program to reflect the Safe Systems approach adopted in the National Road Safety Strategy. The conference will include sessions on safe roads and roadsides, safe speeds, safe vehicles and safe road users, and a variety of other sessions that showcase the broad scope of work being conducted in the road safety field.

### Conference fast facts

- **Date:** Wednesday 28 August–Friday 30 August 2013
- **Venue:** Brisbane Convention and Exhibition Centre
- **Delegates:** The 2013 conference expects to attract 450+ delegates from Australia and further afield
- **Program:** Innovative, stimulating, thought-provoking and entertaining program
- **Contact:** Visit [www.rsrpe2013.com.au](http://www.rsrpe2013.com.au) for the latest information  
Email: [sponex@rsrpe2013.com.au](mailto:sponex@rsrpe2013.com.au)  
T: +61 7 3858 5542  
F: +61 7 3585 5499

### Program

#### Program overview\*

Date	Overview of key activities
Wednesday 28 August 2013	Registration opens
	Optional pre-conference workshops
	Welcome reception
Thursday 29 August 2013	Keynote and concurrent sessions
	Gala dinner
Friday 30 August 2013	Keynote and concurrent sessions
	Conference close

\* Program subject to change

Please visit the conference website for the latest program information at [www.rsrpe2013.com.au](http://www.rsrpe2013.com.au)

#### Themes

The theme of the 2013 conference is **“vision, action, results”**. This theme will be explored in the keynote and concurrent presentation sessions, and more interactive sessions designed to generate outcome focussed debate about the way forward for road safety. Information about keynote speakers will be posted on the conference website as their involvement in the conference is confirmed.

## The venue

### Brisbane Convention and Exhibition Centre



Located in the urban riverside precinct at South Bank, the Brisbane Convention & Exhibition Centre is considered one of the world's leading purpose-built convention centres.

The conference will be held in the newly developed section of the Centre on Grey Street. The light and airy open plan layout means sponsors and exhibitors will be visible and able to communicate with all conference delegates mingling in the trade display area during meal and networking breaks throughout the conference.

The South Bank riverside location offers an array of entertainment and cultural options including Australia's largest Gallery of Modern Art, and is within easy walking distance of the city's business district.

Visit [www.bcec.com.au](http://www.bcec.com.au) for further information.

## Benefits of sponsoring and/or exhibiting

If road safety research, policing or education are part of your marketing objective there is no better way to show your support than by sponsoring or exhibiting at the Road Safety Research, Policing and Education 2013 conference. The exhibition and sponsorship opportunities at the conference provide the perfect opportunity to promote your organisation's commitment to road safety and reducing road trauma. The conference offers a forum to increase awareness of your organisation, launch new products, to support your brand and to maintain a high profile within the road safety field; before, during and after the event.

1. Raise your profile by showing your support for road safety
2. Reinforce your credentials as a key player in road safety
3. Stimulate discussion and extend management thinking on issues that affect road safety
4. Reach 450+ delegates in a variety of road safety-oriented roles
5. Publicise your activities and promote your company or brand
6. Launch a new product or service and generate media interest
7. Reinforce relationships with existing clients and develop new contacts
8. Discover the current trends and challenges and how your organisation can meet them



## Delegate profiling

The Australasian Road Safety Research, Policing and Education Conference is Australasia's premier annual road safety event, providing a key forum for the exchange of information about current and future road safety initiatives. In recent years, the conference has consistently attracted more than 450 delegates.

It is a multidisciplinary conference that attracts researchers, practitioners and policy-makers from different areas such as:

- behavioural sciences;
- education and training;
- emergency services;
- engineering and technology;
- health and rehabilitation;
- justice and law enforcement;
- local, state and federal governments;
- traffic management; and
- vehicle safety.

Sponsors and exhibitors will have daily contact with this diverse group of delegates for the duration of the conference.

## Confirm early: maximise your exposure

Early confirmation of your participation will ensure a higher level of exposure. An extensive promotional campaign including advertisements, email broadcasts and web presence will be implemented in the lead up to the Road Safety Research, Policing and Education Conference 2013.

## Sponsorship opportunities and entitlements

Sponsors will receive acknowledgments, benefits and entitlements according to the level of sponsorship contribution they choose. Flexibility is the key, so sponsors are encouraged to build their own sponsorship package by selecting one or more of the sponsorship opportunities listed starting from page 6. Potential sponsors are encouraged to contact the organisers to negotiate a tailored package that best meets your needs as soon as possible to avoid disappointment.

The structure of sponsorship options is very simple and gives you total freedom in your choice and level of involvement in the conference. All you need to do is:

- 1. select your entry level package**
- 2. select any additional options which will benefit your organisation (subject to availability)**

- Please note: All prices are in Australian Dollars and are inclusive of 10% GST
- All logos must be 300 DPI at 100% in either JPEG or EPS format
- All banners must be freestanding and retractable – 1m W x 2m H in size
- Sponsorship opportunities are limited and are available on a first come, first served basis

**Please refer to page 9 for full terms and conditions of sponsorship.**

SPONSORSHIP OPPORTUNITIES (Opportunities are limited and subject to availability at time of advice)		
Item	Description	Price inc GST
Entry level (please select entry package 1 or entry package 2)		
Entry package 1	<ul style="list-style-type: none"> <li>1 exhibition booth (see page 8 for booth specifications)</li> <li>1 full registration</li> <li>Acknowledgement in the program handbook and conference website</li> <li>80 word promotional paragraph in the program handbook including contact details</li> <li>Logo recognition on the website</li> <li>E-zines: logo recognition with hyperlinked logo to your website</li> <li>Logo on thank you slide in each session room</li> </ul>	\$5,500
<b>OR</b>		
Entry package 2	<ul style="list-style-type: none"> <li>2 full registrations</li> <li>Acknowledgement in the program handbook and conference website</li> <li>80 word promotional paragraph in the program handbook including contact details</li> <li>Logo recognition on the website</li> <li>E-zines: logo recognition with hyperlinked logo to your website</li> <li>Logo on thank you slide in each session room</li> </ul>	\$5,500

Once you have selected your preferred entry package, consider maximising the benefits of participating in the Road Safety Research, Policing and Education Conference 2013 with one of the options below, or contact the event organisers for a tailored package.

AWARENESS OPTIONS		
Item	Description	Price inc GST
Premium package (only 1 available)	<ul style="list-style-type: none"> <li>Company logo to appear on delegate satchels</li> <li>Company logo to appear on delegate lanyards</li> <li>Logo recognition on front page of the program handbook</li> <li>Full page colour advertisement in program handbook</li> </ul>	\$16,500
Espresso coffee cart (only 1 available)	Includes provision of one coffee cart, barista and complete coffee service during exhibition hours. The sponsor may provide their own branded take away cups/serviettes etc (at sponsor's expense) and display a free standing banner 1m W x 2m H next to the cart. The sponsor may supply a branded t-shirt, apron, or cap for the barista to wear.	\$7,000
Branded water bottle	A plastic water bottle branded with your logo will be provided to each delegate as they register on site for the event. Water fountains will be located throughout the venue for delegates to refill their bottle throughout the event.	\$4,600
Delegate pens	Supply pens (at sponsor's expense) with promotional branding for inclusion in delegate satchels.	\$1,200
Delegate writing pads	Supply writing pads (at sponsor's expense) with promotional branding for inclusion in delegate satchels.	\$1,200
Delegate gift	Supply small gift (at sponsor's expense) with promotional branding for inclusion in delegate satchels.	\$1,200
Satchel insert	A4 size (4 pages max) or smaller (quantity around 500 to be provided at sponsor's expense).	\$1,000
Advertising space in the conference handbook	Full page colour	\$1,500
	Full page mono	\$1,000
	Half page colour	\$800
	Half page mono	\$550



SIGNAGE OPTIONS		
1 pull up banner	Banner to be retractable 1m W x 2m H free standing (supplied by sponsor). Location to be at discretion of the organisers for the duration of the event.	\$1,100
2 pull up banners	Banners to be retractable 1m W x 2m H free standing (supplied by sponsor). Location to be at discretion of the organisers for the duration of the event.	\$1,650
3 pull up banners	Banners to be retractable 1m W x 2m H free standing (supplied by sponsor). Location to be at discretion of the organisers for the duration of the event.	\$2,200
Custom package	For example: signage on columns, on plasma screen, in session rooms, etc.	Price on application
NETWORKING OPTIONS (Price exclude any food & beverage costs)		
Dinner (only 1 available)	<ul style="list-style-type: none"> <li>• 2 x complimentary dinner tickets in addition to entry package ticket/s</li> <li>• Acknowledgement in the program and conference website as the dinner sponsor</li> <li>• Opportunity to provide 1m W x 2m H pull-up banners at the dinner venue</li> <li>• Formal acknowledgment during the dinner and opportunity to respond with a brief speech (2 mins)</li> <li>• Opportunity to brand dinner venue (at sponsor's expense)</li> <li>• Opportunity to network with dinner attendees</li> <li>• Sponsor may supply small merchandise at own cost (i.e. branded napkins, delegate gifts, etc) during dinner</li> <li>• Sponsor may supply a branded T-shirt, apron, or cap for the wait staff to wear</li> </ul>	\$22,000
Welcome reception (only 1 available)	<ul style="list-style-type: none"> <li>• 2 x complimentary welcome reception tickets in addition to entry package ticket/s</li> <li>• Acknowledgement in the program and conference website as the welcome reception sponsor</li> <li>• Opportunity to provide 1m W x 2m H pull-up banners at the welcome reception</li> <li>• Formal acknowledgment during the welcome reception and opportunity to respond with a brief speech (2 mins)</li> <li>• Opportunity to network with welcome reception attendees</li> <li>• Sponsor may supply small merchandise at own cost (i.e. branded napkins, delegate gifts, etc) during welcome reception</li> <li>• Sponsor may supply a branded T-shirt, apron, or cap for the wait staff to wear</li> </ul>	\$8,800
One lunch break (2 available)	<ul style="list-style-type: none"> <li>• Acknowledgement in program as lunch sponsor</li> <li>• Acknowledgement and your logo displayed on screen in session room/s prior to the lunch</li> <li>• Sponsor may supply one retractable banner for display in lunch venue (1m W x 2m H)</li> <li>• Sponsor may supply small merchandise at own cost (i.e. branded napkins, branded food items organised through BCEC, delegate gifts, etc) during lunch break</li> <li>• Opportunity to network with conference delegates</li> </ul>	\$7,700
One refreshment break (4 available)	<ul style="list-style-type: none"> <li>• Acknowledgement in program as refreshment break sponsor</li> <li>• Acknowledgement and your logo displayed on screen in session room/s prior to the break</li> <li>• Sponsor may supply one retractable banner for display in refreshment break venue (1m W x 2m H)</li> <li>• Sponsor may supply small merchandise at own cost (i.e. branded napkins, branded food items organised through BCEC, delegate gifts, etc) during refreshment break</li> <li>• Opportunity to network with conference delegates</li> </ul>	\$3,300

## Exhibition booth specifications

Item	Description
Carpeting	Carpeting provided
Fascia panel	Exhibitor name on fascia panel (up to 30 characters)
Walls	2.4m high matt anodised aluminium frame with white laminated infill walls (1 black wall and 2 side walls)
Lights	2 x 150w spots per 9m <sup>2</sup> mounted on light track inside fascia
Power	One single power point with a maximum loading of 4 amps. Additional power can be purchased on request
Equipment/furniture	Available for hire from exhibition supplier at exhibitor's own expense

## Floorplan

When available, the floorplan will be published on the conference website [www.rsrpe2013.com.au](http://www.rsrpe2013.com.au).

Please note: for floor space only, a custom designed exhibition booth must be erected on the floor space. A CAD drawing, engineering specifications and an artist's impression will be required and is subject to approval by the Brisbane Convention and Exhibition Centre and the conference manager.

## Tax deductibility

Sponsorship is not used to provide food and beverage, making it a legitimate tax deductible expense. All prices include Australian Goods and Services Tax (GST of 10%) which may be claimed back as an input tax credit by organisations registered to conduct business in Australia.

## Contact details

For all queries regarding sponsorship and the industry exhibition please contact:

### Road Safety Research, Policing & Education Conference 2013

Conference managers:

MCI Australia  
PO Box 1517  
Eagle Farm  
QLD 4009

T: +61 7 3858 5542  
F: +61 7 3858 5499  
E: [sponex@rsrpe2013.com.au](mailto:sponex@rsrpe2013.com.au)  
W: [www.rsrpe2013.com.au](http://www.rsrpe2013.com.au)

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[www.mci-group.com/australia](http://www.mci-group.com/australia)



# General terms and conditions for event sponsorship and exhibition

## Things you need to know

The following terms and conditions apply to your application to sponsor and/or exhibit

- **You** (sponsoring /exhibiting organisation) by returning a completed, signed and dated form accepts these terms and conditions.
- **We/Us** (MCI ABN 76 108 781 988) representing the local organising committee and the host body do not accept responsibility for any errors, omissions or changes.

## Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited i.e. you will be billed at the next highest level (early rate to standard, etc).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated to sponsors first and then to exhibitors), until all monies have been paid.
- All prices are quoted in Australian dollars and include GST.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee will be charged as detailed on the application form. Debits to your credit card, except for accommodation, will appear as Event Planners Australia on your statement.

## If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made before the early bird cut off date will be refunded less 50% of the total purchase price.
- Cancellations made after this date will not be refunded.
- Your non payment does not cancel your contractual obligations to us.

## In the unlikely case that the event cancels

- The extent of refunds will be a matter for the host organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

## You and your staff – onsite

- Your application to sponsor or exhibit does not constitute an attendee registration. You will need to do that separately on the relevant form.
- All exhibition staff must be registered using the relevant form i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

## Print entitlements

- Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.
- No print or web recognition will be given unless payment terms have been met.

## Sponsor notes

- If you are entitled to host an endorsed private function, you do so at your own expense and at a time/date we approve.
- Sponsorship of speakers and sessions are subject to separate terms and conditions.

## Exhibitor notes

- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with us.
- Any supplier you use on site must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current broadform liability insurance policy for a minimum of AUD10,000,000. Please forward the name of your insurer, your policy number and its renewal date to us at least four weeks prior. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the organisers to discuss options.

## Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.

# APPLICATION TO SPONSOR



**ROAD SAFETY**  
RESEARCH, POLICING AND EDUCATION  
CONFERENCE 2013

**To apply, complete this form and send to:**

**Postal:** RSRPE 2013 Conference  
c/- MCI, PO Box 1517, Eagle Farm, QLD 4009  
**F:** +61 7 3858 5499  
**E:** [sponex@rsrpe2013.com.au](mailto:sponex@rsrpe2013.com.au)

**IMPORTANT:**

Your organisation's inclusions will be confirmed in writing and will become effective once the agreed payment has been received.

Sponsor details			
On-site contact person		On-site mobile number	
Mr/Mrs/Ms/Miss/Dr/Prof	Given name	Family name	
Organisation name (for invoicing purposes)			
Organisation name (for marketing purposes)			
Position		Industry sector	
Address			
State	Country	Postcode	
Email		Telephone ( )	
Fax ( )		Website	

**Please select your entry package:**

Packages	Please select (✓)	Price \$	Total \$
Entry package 1	<input type="checkbox"/>	\$5,500	
Entry package 2	<input type="checkbox"/>	\$5,500	

**Please select additional opportunities (if required):**

Awareness options	Please select (✓)	Price \$	Total \$
Premium package	<input type="checkbox"/>	\$16,500	
Espresso coffee cart	<input type="checkbox"/>	\$7,000	
Branded water bottle	<input type="checkbox"/>	\$4,600	
Delegate pens	<input type="checkbox"/>	\$1,200	
Delegate writing pads	<input type="checkbox"/>	\$1,200	
Delegate gift	<input type="checkbox"/>	\$1,200	
Satchel insert	<input type="checkbox"/>	\$1,000	
Advertising space in program book	<input type="checkbox"/> Full page colour	\$1,500	
	<input type="checkbox"/> Full page mono	\$1,000	
	<input type="checkbox"/> Half page colour	\$800	
	<input type="checkbox"/> Half page mono	\$550	
Signage options	Please select (✓)	Price \$	Total \$
1 pull up banner	<input type="checkbox"/>	\$1,100	
2 pull up banners	<input type="checkbox"/>	\$1,650	
3 pull up banners	<input type="checkbox"/>	\$2,200	
Custom package	<input type="checkbox"/>	On application	
Networking options	Please select (✓)	Price \$	Total \$
Dinner	<input type="checkbox"/>	\$22,000	
Welcome reception	<input type="checkbox"/>	\$8,800	
Lunch	<input type="checkbox"/> Thu or <input type="checkbox"/> Fri	\$7,700	
Morning tea	<input type="checkbox"/> Thu or <input type="checkbox"/> Fri	\$3,300	
Afternoon tea	<input type="checkbox"/> Thu or <input type="checkbox"/> Fri	\$3,300	
<b>Total investment</b>			<b>\$</b>



#### Exhibition (Please tick ONE of the choices applicable to you)

Location: *the conference managers will endeavour to allocate space in line with your request, however this cannot be guaranteed.*

I do not wish to be located adjacent to these companies: \_\_\_\_\_

#### Fascia name signage (shell scheme booths only)

Maximum of 30 characters including spaces

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#### Payment methods (please tick your chosen method)

- Electronic funds transfer (EFT)** into the following bank account:  
 Bank: National Australia Bank Account name: MCI Australia Pty Ltd  
 BSB: 084-255 Account number: 59 650 0566

Please ensure that the amount transferred is equal to the total due INCLUDING any bank charges. This means the total transfer amount must cover your sponsorship payment as well as any fees charged by your bank. **To assist in the prompt allocation of your EFT payment, please fax remittance advice (which must include your name and organisation) to 07 3858 5499 or email to sponex@rsrpe2013.com.au immediately after payment.**

- Cheque/international bank draft** payable to *MCI Australia*. Payment must be made in Australian dollars payable on an Australian bank and free of all charges.

- Credit card:** charges as per this form (plus a 5% merchant fee) are to be debited to:

- MasterCard       Visa       American Express       Diners Club

Card holder's name \_\_\_\_\_ Expiry \_\_\_\_/\_\_\_\_

Credit card number \_\_\_\_\_ Signature \_\_\_\_\_

Please note that debits to your credit card will appear as Event Planners or *MCI Australia* on your credit card statement.

#### Declaration

Please complete the following information regarding your broadform liability insurance policy (only required if you opt for entry package 1 option) *If you are unable to organise insurance cover as required, please contact the organisers to discuss options.*

Name of insurer: \_\_\_\_\_ Policy number: \_\_\_\_\_

Date of insurance falls due: \_\_\_\_/\_\_\_\_ Insured amount: \$ \_\_\_\_\_

- Please tick if you do NOT wish to receive conference updates via email

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event

Name (please print clearly): \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_

**Insert TOTAL \$ amount payable**  
(excluding credit card merchant fees)

\$ \_\_\_\_\_