



Bike Futures Conference 2010

Sponsorship Information Pack

28 April, 2010

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About Bike Futures Conference



- Bicycle Network will host the second annual Bike Futures conference in Melbourne 14-15 October 2010.
- The conference is designed to assist national & local leaders, planners, designers and builders to respond to the critical demands brought on by the explosions in growth of bike transportation and recreation across Australia.
- Bike Futures 2010 targets key stakeholders who will transform our communities into bike-friendly, economically thriving and sustainable environments.
- Well over 200 delegates are expected with the inaugural Bike Futures Conference last year attracting 120 attendees.

About Bike Futures Conference

- The inaugural 2009 conference featured Keynote Speakers *Niels Tørsløv*, the Traffic Director in the City of Copenhagen, Denmark and *David Sim* senior consultant and director at Gehl Architects.
- For 2010, our Keynote Speakers will include *Michael Jones*, Principal at Alta Planning and Design, the leading US consultancy that combines the skills of planning, design, landscape architecture and engineering to create bicycle, pedestrian, greenway and trail projects that improve and empower communities.



2010 Focus



The Bike Futures 2010 Conference will be centred around the following topics:

- Roads (modes, separation, signals)
- Planning and Design
- Measuring (quantity and quality)
- Behavioural change
- Shared paths
- End of trip facilities
- Infrastructure
- Pedestrians and bikes
- Land use and integrating bicycle use
- Integrating public transport and bike riding

Location and dates



Location

The Conference will be held in the Victory Room of Etihad Stadium which boasts stunning views across Victoria Harbour, in Melbourne.

Etihad Stadium serves as a link between Melbourne's CBD and the newly developed Docklands precinct and is a short stroll from Southern Cross train station.

Dates

Thursday 14 October 2010

Friday 15 October 2010

Target Audience

- The Bike Futures 2010 Conference speaks to a segregated niche market of influential individuals consisting of i.e.
 - Sustainable Transport Officers
 - Transport Planners
 - Recreation Officers
 - Senior Traffic Engineers
 - Infrastructure Managers
 - Elected Councilors and Mayors
 - Traffic & Transport Consultants
- Gender Breakdown
 - 60% Male
 - 40% Women



Marketing and Communications

Bike Futures conference will be marketed via the following mediums. It will be heavily driven via E-communications.

E-communications

- Bike Futures letter from Bicycle Network (monthly 1,700+ senior representatives from local government (and related fields)
- Bicycle network member e-communications (45,000+ email addresses) and Friends e-communications (60,000+ email addresses).

Print

- Promotional 'postcard' – mail out to all councils across Australia and Bicycle Victoria networks.
- Advertising in key Local Government and professional publications and in state and national newspapers and media.

Website

- Promotion via Bicycle Victoria website – ongoing
- Promotion via websites and networks of key groups such as ALGA, VLGA, AITPM.

Bike Futures Sponsorship Opportunities

TIER 1

Major Sponsor

TIER 2

Conference Sponsor

TIER 3

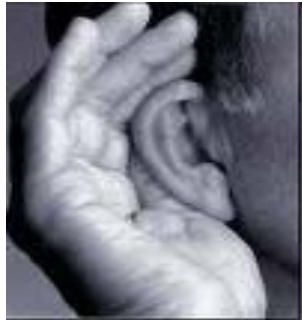
Event Exhibitor

Major Sponsor

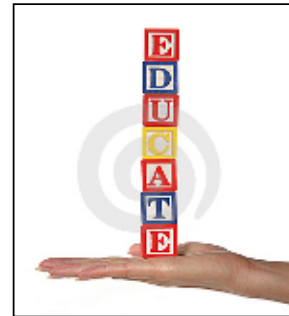
The Major Sponsor is the premium category, offering an all-encompassing opportunity to become strategically aligned with the conference. This sponsorship will ensure maximum exposure and recognition throughout all stages of the event including pre-event marketing, on-site promotion and sustained recognition.



Be seen



Be heard



Educate

Major Sponsor benefits

- Welcome Address for Days 1 and 2, Closing Address and opportunity to chair 1 x individual break out session.
- Acknowledged as a Presenting/Major Sponsor
- A 6m x 3m Syma booth space to exhibit products/service at the expo
- Sponsor profile placed in the delegate handbook
- Logo integrated in all marketing collateral produced for the event (soft copy and print)
- 4 x Full passes to the conference
- 5 x seats to the conference dinner (1 x head table)
- Opportunity to insert copy in pre & post event e-communications (300 words+ logo+ hyperlink)
- Logo projected on big screens in-between presentations at the conference
- Logo displayed on the conference website with hyperlink
- Full page (back cover advertisement) delegate handbook
- Editorial coverage in pre-event communications and the delegate handbook
- Opportunity to integrate/supply corporate signage at the conference (subject to Bicycle Network approval)
- Logo to be integrated on the official online registration form with a potential pop up window hyperlink
- Logo to be integrated on the event satchel and conference name badges
- Opportunity to insert promotional material on the event USB stick (subject to file size).

Conference Sponsor benefits

Benefits associated to this tier of sponsorship are:

- Opportunity to chair 1 x break out session linked to business category on days 1 or 2
- A 3m x3m Syma booth space to exhibit products during the conference
- 2 x Registrations to the conference
- 5 x seats at the conference dinner (1 x head table)
- Opportunity to insert copy (150 words +hyperlink) in pre and post event e-communications
- Logo projected on big screens 4 x times throughout the conference accompanied with verbal acknowledgment as a conference sponsor
- Half page in the delegate handbook
- Opportunity to insert promotional/marketing collateral in the event satchel
- Opportunity to insert promotional material in the event USB stick (subject to file size)
- Logo to be acknowledged on conference marketing collateral
- Opportunity to supply 3 x freestanding tear drop banners to be displayed throughout the conference venue.
- Sponsors profile placed in the delegate handbook.

Conference Exhibitor

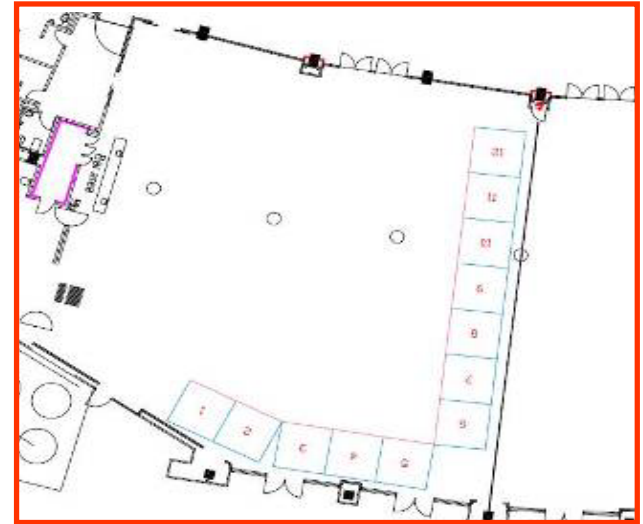
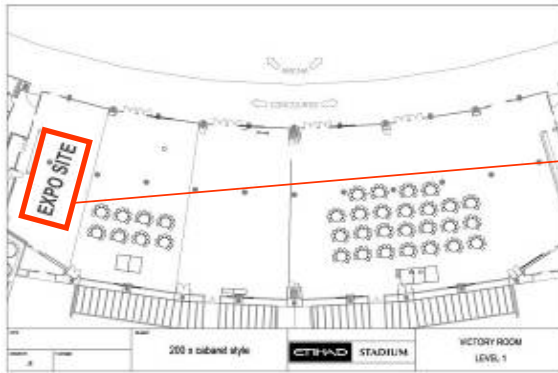
As a conference exhibitor you will be provided with:

1. A 3m x 3m Syma Booth and power outlet
2. 1 x Registration to the conference
3. Booth signage (max 26 characters)
4. 2 x spotlights for the booth space
5. Exhibitor profile placed in the delegate handbook
6. Additional name badge produced for exhibitor staff
7. Morning/afternoon tea and lunches provided for 1 x exhibitor staff
8. Opportunity to purchase additional full conference passes for \$220 (inc GST).



Conference Exhibitor spaces (floor plan)

- 12 exhibitor spaces are available for at the Bike Futures Conference



Contacts



Max Goonan

Corporate Relationship Manager

Bicycle Victoria

P: 03 8636 8841

M: 0458 922 881

E: maxg@bv.com.au

Pio Liwanag

Corporate Relationship Executive

Bicycle Victoria

P: 03 8636 8874

M: 0400 104 936

E: piol@bv.com.au