



HOTEL REALM
CANBERRA, ACT

21-22 MARCH 2023

BUS INDUSTRY SUMMIT 2023

SPONSOR GUIDE

SUMMIT AT A GLANCE

The Bus Industry Confederation (BIC) and its industrial arm the Australian Public Transport Industrial Association (APTIA), represents the interests of the bus and coach industry in Australia. The BIC provides guidance and advice to the Australian Federal Government to assist with designing sound and practical legislation, as well as informing industry of best-practice principals and emerging issues.

The 2023 Summit provides BIC Members, Government representatives and the greater industry, with a platform come together to network and hear about National Heavy Vehicle Law, Zero Emissions Busses, Environmental and Social Governance. The Summit will hold concurrent sessions on Technical issues, Industrial Relations, and workforce.

The Summit is open to the whole of the bus and coach industry.



21 - 22 March 2023



Hotel Realm
18 National Circuit, Canberra ACT



conf@movingpeople.com.au
02 6273 5990



movingpeople.com.au/summit2023



2 days



200+ Delegates



Networking

PACKAGE OVERVIEW

Social function sponsorship packages **\$20,000 - \$55,000**

Major sponsorship packages **\$7,000 - \$15,000**

Minor sponsorship packages **\$3,000- \$6,000**

WHY SPONSOR?

Our Summit brings together industry experts, future and current leaders and decision makers within the Australian Bus and Coach Industry.

Summit sponsors get direct access to 200+ delegates to improve their awareness and understanding of the services and products they provide.

The BIC Team is committed to delivering an exceptional user experience, maximising value and providing high exposure to the Bus and Coach Industry. Our commitment begins once a sponsor confirms their package. Our dedicated sponsorship manager will provide clear and timely responses and information relating to your package with the aim to maximise the exposure of your sponsorship pre, during and post Summit.

Being a 2023 Summit sponsor provides the opportunity to:

- Build brand awareness and promote your organisation's interests, expertise and relevance to the Australian Bus and Coach Industry
- Maintain a high profile within the Australian Bus and Coach Industry
- Establish new and foster existing relationships with key leaders, decision makers and their organisations.
- Demonstrate your organisation's alignment with BIC's vision, brand and expertise.

WELCOME

We are proud to be hosting the Bus Industry Summit 2023 in Canberra between 21-22 March. I invite you to show your support of BIC by becoming a Summit sponsor.



The support of our sponsors is key in the delivery of an outstanding event, it allows us to present a strong and relevant agenda and exceptional networking opportunities..

The Summit brings together our members, industry leaders, decision makers and government representatives. The 2-day agenda includes the latest news from BIC and the Government on critical and emerging industry issues, concurrent technical sessions and industrial relations and workforce sessions and plenty of networking.

Contact the BIC team to discuss available packages or how we might be able to tailor a package to best suit your needs.

We look forward to supporting our sponsors as they support us!
Regards,

A blue ink handwritten signature, appearing to read 'Roz Chivers', with a long, sweeping underline.

Roz Chivers
BIC Executive Director.



EVENING FUNCTION SPONSOR

One opportunity

Benefits and inclusions:

- Recognised as a sponsor on the Summit website, social media and eBulletin
- Co-branding of the evening function with BIC
- Acknowledgement at the Summit evening function
- 5-minute welcome address at the evening function
- Logo placement on PowerPoint slide at the evening function
- Logo placement on menu at the evening function
- One (1) advert displayed in the delegate app
- One (1) reoccurring (30 mins) advert displayed in the Summit media stream
- Three (3) delegate full registrations
- Five (5) evening function tickets for your special guests
- Two (2) pull-up banners displayed at the evening function*
- Two (2) pull-up banners displayed at the Summit*
- Two (2) social media (LinkedIn) re-posts relating to the Summit
- One (1) promotional flyer placement/scatter at the evening function*
- One (1) merchandise item for gifting to delegates at the evening function*
- Provision of professional photographs of evening function
- Opportunity to provide branded glassware or napkins*
- Dynamic report for list of delegates (delegate names and organisations only)
- First option to sponsor the same or similar package at the 2024 Summit.

BREAKFAST SPONSOR

One Opportunity

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of the breakfast with BIC
- Acknowledgement at the Summit breakfast
- 5-minute welcome address at the breakfast
- Logo placement on PowerPoint slide at the breakfast
- Logo placement on the menu at the breakfast
- One (1) advert displayed in the delegate app
- One (1) reoccurring (45 mins) advert displayed in the Summit media stream
- Two (2) delegate full registrations
- Three (3) breakfast tickets for your special guests
- Two (2) pull-up banners displayed at the breakfast*
- Two (2) pull-up banners displayed at the Summit*
- Two (2) social media (LinkedIn) re-posts relating to the Summit
- One (1) promotional flyer placement/scatter at the breakfast*
- One (1) merchandise item for gifting to delegates at the breakfast*
- Opportunity to provide branded glassware or napkins*
- Dynamic report for list of delegates (delegate names and organisations only)
- Provision of professional photographs of breakfast
- First option to sponsor the same or similar package at the 2024 Summit.

COCKTAIL HOUR SPONSOR

One opportunity

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of the cocktail hour with BIC
- Acknowledgement at the cocktail hour
- 5-minute welcome address at the happy hour
- Logo placement on the menu at the cocktail hour
- One (1) delegate full registration
- One (1) advert displayed in the delegate app
- One (1) reoccurring (60 mins) advert displayed in the Summit media stream
- One (1) pull-up banners displayed at the cocktail hour*
- One (1) pull-up banners displayed at the Summit*
- One (1) social media (LinkedIn) re-posts relating to the Summit
- One (1) promotional flyer placement/scatter at the cocktail hour*
- One (1) merchandise item to be gifted to delegates at the cocktail hour*
- Opportunity to provide branded glassware or napkins*
- Provision of professional photographs of the happy hour
- Dynamic report for list of delegates (delegate names and organisations only)
- First option to sponsor the same or similar package at the 2024 Summit.

\$15,000 excluding GST

DAY CATERING SPONSOR

Two Opportunities

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Logo placement on PowerPoint slide at the allocated session (Tues or Weds)
- One (1) advert displayed in the delegate app
- One (1) reoccurring (90 mins) advert displayed in the Summit media stream
- Two (2) pull-up banners displayed at the Summit*
- Two (2) social media (LinkedIn) re-posts relating to the Summit
- One (1) promotional flyer placement/scatter during the sponsored lunch break *
- One (1) merchandise item for gifting to delegates at the Summit*
- Dynamic report for list of delegates (delegate names and organisations only)
- Provision of professional photographs of the Summit sponsored catering breaks
- First option to sponsor the same or similar package at the 2024 Summit.

\$10,000 excluding GST

DELEGATE APP SPONSOR

One Opportunity

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of the delegate app produced by BIC
- One (1) advert displayed in the delegate app
- One (1) reoccurring (120 mins) advert displayed in the Summit media stream
- One (1) pull-up banner displayed at the Summit*
- One (1) social media (LinkedIn) re-posts relating to the Summit
- Dynamic report for list of delegates (delegate names and organisations only)
- First option to sponsor the same or similar package at the 2024 Summit.

\$8,000 excluding GST

COFFEE CART SPONSOR

Two Opportunities

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of a delegate coffee cup (350) produced by BIC
- One (1) advert displayed in the delegate app
- One (1) pull-up banners displayed at the Summit*
- One (1) promotional flyer placement at the sponsored coffee cart*
- Opportunity to provide branded barista apron, stirrers and/or serviettes*
- Opportunity to provide branded coffee cart sign*
- First option to sponsor the same or similar package at the 2024 Summit.

\$8,000 excluding GST

HYDRATION SPONSOR

One Opportunity

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of a delegate re-fillable water bottle (350) produced by BIC
- One (1) advert displayed in the delegate app
- One (1) pull-up banners displayed at the Summit*
- One (1) promotional flyer placement at the refill station*
- Opportunity to provide branded refill station sign*
- First option to sponsor the same or similar package at the 2024 Summit.

\$7,000 excluding GST

REGISTRATION KIOSK SPONSOR

One Opportunity

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of the two (2) registration self check-in kiosks
- One (1) media stream reoccurring advert (200mins)
- One (1) advert displayed in the delegate app
- Two (2) pull-up banners displayed at the Summit*
- First option to sponsor the same or similar package at the 2024 Summit.

\$7,000 excluding GST

RECHARGE SPONSOR

Two Opportunities

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of a the phone recharge station produced by BIC
- One (1) media stream reoccurring advert (200mins)
- One (1) advert displayed in the delegate app
- One (1) pull-up banners displayed at the Summit*
- First option to sponsor the same or similar package at the 2024 Summit.

\$7,000 excluding GST

LANYARD SPONSOR

One Opportunity

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of the delegate lanyard (350) produced by BIC
- One (1) media stream reoccurring advert (200mins)
- One (1) pull-up banner displayed at the Summit*
- First option to sponsor the same or similar package at the 2024 Summit.

\$6,000 excluding GST

NOTE PAD SPONSOR

One Opportunity

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of the delegate notepad (350) produced by BIC
- One (1) pull-up banner displayed at the Summit*
- First option to sponsor the same or similar package at the 2024 Summit.

\$3,000 excluding GST

PEN SPONSOR

One Opportunity

Benefits and inclusions:

- Recognised as sponsor on the BIC Summit website, social media and eBulletin
- Co-branding of the delegate pen (350) produced by BIC
- First option to sponsor the same or similar package at the 2024 Summit.

TERMS & CONDITIONS

The Bus Industry Confederation (BIC) reserves the right to decline any sponsorship opportunity based on the sponsors' alignment with our vision, mission and values. We reserve the right to amend and change the sponsorship benefits listed on the agreement at any time, dependent on specific deliverable dates and the timing of the agreement execution date.

By executing the sponsorship agreement, you are declaring you are a current financial member of BIC and are authorised to enter into the agreement and agree to be bound by the full sponsorship terms and conditions as outlined below:

DEFINITIONS

- The BIC refers to the Bus Industry Confederation,
- Sponsor and you refers to the purchaser of a sponsorship,
- Sponsorship agreement and contract refers to the agreement between the BIC and the sponsor.

VARIATIONS

All variation requests must be received by the BIC in writing to events@bic.asn.au.

CANCELLATION

- Minimum of 30 days notice provided in writing to events@bic.asn.au outlining the reason(s) for cancellation,
- The BIC is able to re-sell the sponsorship,
- If the Summit is cancelled for any reason, the BIC aims to renegotiate your sponsorship funds to a future Summit OR a refund of the full or partial refund of the sponsorship fee, taking into consideration the amount paid, ongoing support by the sponsor and/or any work undertaken relating to the exclusivity benefits,
- the BIC reserves the right to change the venue, duration of the Summit and/or sponsorship inclusions at our discretion. In the unlikely event that this occurs, the BIC will provide 30 days written notice.

RESPONSIBILITY

The BIC will not accept responsibility for:

- Any incidents, acts or omissions caused by service providers,
- Loss or damage of sponsors' property,
- The accuracy or content of any written or oral statements made by speakers or presenters.

All sponsors are required to:

- Ensure that the sponsorship agreement is read, understood and agreed upon by an authorised representative,
- Meet all due dates and responsibilities outlined in this document.

INVOICE and PAYMENT

Following the execution of your sponsorship agreement, the BIC will issue you with a tax invoice for the full amount of the sponsorship package. Full payment will be required in line with the BIC's payment terms outlined on the tax invoice. All prices outlined in this document are in AUD\$.

PROMOTIONAL MATERIALS

*Any costs associated with production, design or development of the sponsor branded banners, flyers, merchandise, and all costs associated with delivery of these items to the venue are the responsibility of the sponsor.

Coffee cart and hydration station signage artwork must be a maximum size of 1560x890mm and are to be produced at the cost of the sponsor.

*Sponsor produced marketing materials and merchandise must be received at the BIC Canberra offices no later than four (4) weeks prior to the summit date. Flyer are to be a maximum of A4 double sided.

DUE DATES

To maximise the BIC's promotion of your sponsorship, company name, website URLs and logos are required at the time of agreement negotiations to us at events@bic.asn.au. Logos are required to be provided to the BIC in a high-resolution jpg (with transparent background). If logos are supplied in a format different to this, the BIC will not be responsible for the quality of logos in any promotional material.

Delivery of all sponsor-branded banners and other Summit material must be received and picked-up from the Summit venue using the official delivery docket within the terms outlined by the venue. Delivery and/or collection of goods outside these dates may result in your goods being declined upon delivery or storage fees charged to you by the venue.

By entering into a sponsorship agreement with us for the Summit sponsors are agreeing to the all sponsor terms and conditions. The date of completion of all agreements is 22 March 2023.