

Sponsorship and Exhibition Prospectus

Version updated 13/7/21



PACE 2021

www.pace.asn.au



Welcome

It is with great pleasure that I welcome you to the 2021 Parking Australia Convention and Exhibition (PACE).

The Parking Australia Convention and Exhibition (PACE) is the only Australian event that focuses solely on the parking industry. It connects exhibitors and sponsors with decision makers from both the public and private sectors. The exhibition is an opportunity to showcase parking solutions to traffic and parking professionals, from right across the country. Historically, PACE has been fully subscribed, so be quick to book as we get back to engaging face to face with key stakeholders in 2021.

The theme for 2021 is “Parking Unlocked – The New Normal” and reflects the challenges the industry faces as Australia and the world move to a post COVID-19 normal. As restrictions continue to ease, it is time to consider how we can unlock the potential and opportunities that will present themselves in the coming months and years.

With more than 18 million Australians holding a driver licence, 19.8 million registered vehicles and a significant increase in demand for second-hand vehicles, unlocking the potential of the parking industry is now more important than ever.

PACE 2021 offers an array of sponsorship, exhibition and promotional opportunities, at various levels for your organisation to engage directly with those who want to purchase, learn and collaborate. As such, we encourage you to use this forum to showcase your products and services. The exhibition and conference packages have been developed to provide you with multiple touchpoints with

delegates - before, during and after the event. If there is not a package within this prospectus that fits your needs, contact the Parking Australia team and we can look to tailor something that suits your needs.

We are pleased to be hosting PACE 2021 at the recently redeveloped Adelaide Convention Centre. The Centre is positioned at the heart of Adelaide’s Riverbank Precinct, just 15 minutes from the airport and is an easy walking distance from numerous hotels and serviced apartments.

Adelaide is also known for its excellent food and wine, in addition to hosting outstanding festivals and sporting events.

Parking Australia is very mindful of the impact that COVID-19 has had on the industry and as such, we have not increased sponsorship or exhibition prices from PACE 2018.

I look forward to meeting with you at this significant event and thank you in advance for your participation.



Sharon Prior
President
Parking Australia

About the Convention

PACE

PACE is designed to attract individuals from all sectors of the parking industry. With scheduled networking opportunities and social events, the Convention will continue the tradition of delivering knowledge and innovation in an environment conducive to discussing advances and future developments important to the parking industry.

In addition to networking and social events, the convention program will hear from a range of speakers targeting key decision makers in the industry. The program will incorporate sessions for both the private and public sectors, as they look to implement best parking technology and practices in 2021 and beyond.

As the industry looks to discover the new normal, Parking Australia will be working hard to engage delegates from local governments, universities, hospitals, and entertainment facilities, as well as commercial property owners. For many of us, PACE 2021 will be the first face to face interaction with the parking industry in more than a year. It is the ideal opportunity to demonstrate and discuss key developments and issues - in person.

Parking Australia is mindful of the impact that COVID-19 has had on the industry and as such, we have frozen the exhibition and sponsorship prices to that of PACE 2018.

WHY BECOME A SPONSOR/EXHIBITOR?

With parking operations being reviewed right around the country, PACE 2021 is ideally placed for exhibitors and sponsors to present solutions and technology that improve the management of parking infrastructure. Being part of Australia's premier parking event will provide exposure to potential clients and build your brand in the marketplace.

PACE 2021 will also lead to the building of relationships with clients and those in the industry, which will result in increased collaboration and innovation, while demonstrating your company's commitment to professional development in the parking industry.

BY JOINING IN EARLY YOU WILL GAIN:

- Exposure to a national audience within the parking industry.
- Opportunities to raise your company's profile amongst a valuable target audience before, during and after the event.
- Recognition including acknowledgement and clear demonstration of your organisation's involvement, commitment and support to the industry.
- Valuable insights, information and exposure to the latest developments in the industry. All delegates are strongly encouraged to attend the Convention sessions.
- Inclusion in the integrated target audience professional marketing campaign.
- Maintain relationships with existing customers or inform prospective new customers.
- Launch new initiatives and products.
- Promote and maintain brand awareness.
- Ability to use your own marketing team to work with the PACE Organising Committee to ensure your satisfaction on all of the above.
- Advantages of legitimate tax deductions in the areas of advertising and the promotion of products.
- We will work together with your company's marketing department to produce the best results within the above guidelines.

Convention Overview

10-12 OCTOBER 2021, ADELAIDE CONVENTION CENTRE

GENERAL INFORMATION

Please note all printing & publishing entitlements are subject to printing deadlines. Due to privacy regulations, the delegate list will only consist of delegates who have consented to allowing their details to be provided.

EXHIBITION OPENING HOURS

Welcome Reception

Sunday 10 October 2021 | 5.00pm - 7.00pm

Expo & Convention

Monday 11 October 2021 | 8.00am - 5.00pm

Tuesday 12 October 2021 | 8.00am - 3.00pm

EXHIBITOR MOVE – IN

Sunday 10 October 2021 | 12.00pm - 3.30pm

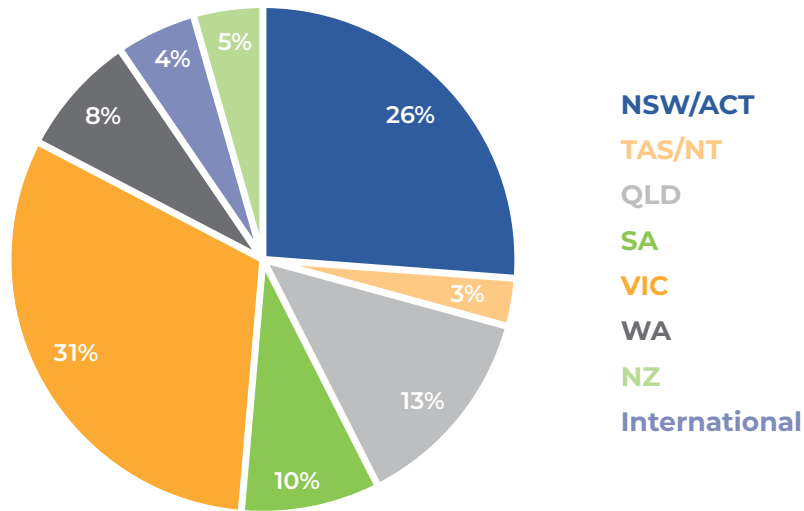
EXHIBITOR MOVE – OUT

Tuesday 12 October 2021 | 3.00pm - 4.00pm

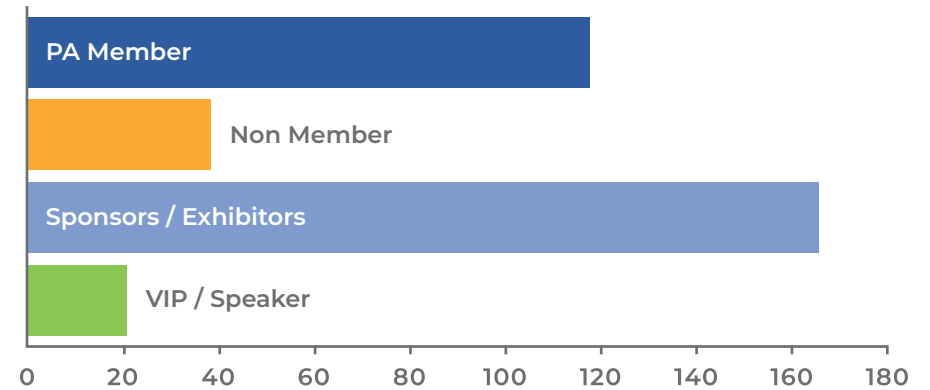


Stats on PACE 2018

ATTENDEE OVERVIEW



DELEGATE PROFILE



21

Speakers and panelists
(National and International)

13

Sessions
over 2 days

300+

Delegates

45

Exhibitor Stands

13

Sponsored items

542.5m²

Space used

Companies Who Attended 2018

A. D. Engineering International Pty Ltd	City of Launceston	Hills Limited	Park & Fly	STENTOFON Australia
Access Parking Control	City of Melbourne	HOBAN	Park Agility	SunCentral
Ace Parking Group	City of Parramatta	Holman Engineering	Park Assist	Sunshine Coast Council
Adelaide Airport Limited	City of Perth	HUB Parking	Park on King	Swinburne University of Technology
ADVAM	City of Stirling	IDeas	ParkKam	Sydney Airport Corporation Limited
Advance Parking	Citywide	IEM Group	PARKD	Sydney Olympic Park
Alvi Technologies Pty Ltd	ColleaguesNagels	INDECT	Parkeon Pty	Taylor'd Consulting
APARC	Commend Australia	InnerVision	ParkEyes	The Royal Melbourne Hospital
Apollo Parking	Cooper And Company	J1LED	ParkNews.biz	The Royal National Agricultural and Industrial Association of Queensland (RNA)
ARRB	Crown Melbourne	James Cook University	Parkonsult	The University of Western Australia
Arthur D Riley & Co Pty Ltd	Curtin University	Jinko Solar	Payment Express	TIBA
Auckland Airport	Darwin International Airport	Kiandra IT	PriPark	TMA Tech Pty Limited
Australian Road Research Board	DCA	Lap Ltd	ptc.	Townsville City Council
Automated Parking Systems	Department of Transport and Main Roads QLD	Larry Schneider & Associates	Public Transport Authority of WA	TPS Traffic and Parking Systems
Autonomous Energy	Department of Transport WA	Liftango - Shared Mobility	Q-Free Australia	Transport for NSW
Bookapark	DESIGNA Australia	Linfox Armaguard	Queen Elizabeth II Medical Centre Trust (QEII MC Trust)	Transurban
Brisbane Airport	Diadem	Liverpool City Council	Queenstown Airport	TTM Consulting
Brisbane City Council	Duncan Solutions	MAG-O	QUT	UbiPark
Britomart Group	Duplipark Synergy	Maribyrnong City Council	RDW ICT Bedrijf	University of Melbourne
Cairns Airport	Easypark	Mastercard Australasia	RMIT University	University Of Queensland
Capella Capital	Efaflex	Melbourne Airport	Scentre Group	University Of Sunshine Coast
Capital Airport Group	Enacon Parking Pty Ltd	Monash University	Scheidt & Bachmann GmbH	UNSW
car2go - Daimler	eSMART 21	Mount Hotham Alpine Resort	Secure Parking	Vicinity Centres
Care Park	Flowcrete Australia	Movement & Place Consulting	SenSen Networks	Westminster City Council
CDS Worldwide	Frog Parking	MSR-Group	Sensor Dynamics	WH Consulting
CellOPark Australia	Genetec	Nationwide Corporate Services	Shiblön	Wilson Parking
Central Signs	GHD	Nedap	SKIDATA	
City of Adelaide	Global Integrated Solutions	Next Park Pty Ltd	Smart Parking	
City of Darwin	Hayes Traffic Engineering	North Sydney Council	Smarter City Solutions	
City of Gold Coast Council	Haystac	Northern Beaches Council	Sontec	
City of Greater Bendigo	Hertz	OPTEX	South Bank Corporation	
City of Hobart	High Performance Technologies	Osko by BPAY	Spacer	

Can you afford not to be a part of PACE 2021?

Sponsorship Opportunities

SPONSORSHIP GENERAL INFORMATION

- The details in this document are correct at the time of distribution. The Organising Committee and their agents do not accept responsibility for any changes that may occur.
- It should be understood that the sponsor is not paying for any entertainment expenditure incurred, which may be incidental to the activities of the Convention.
- All prices quoted in this prospectus are exclusive of 10% GST.
- The size and prominence of the sponsor's logos on the Convention website, signage and printed material, will reflect the level of sponsorship investment.
- Branding over and above that listed in this prospectus is at the sponsor's expense and upon Organising Committee approval.
- We encourage all partners to help us promote the Convention through the display of the PACE logo on their website.

To find out more about exhibiting and sponsorship opportunities at PACE 2021, please contact:

Stuart Norman on 0427 496 434 or snorman@parking.asn.au
Or Trish Paul on paa@parking.asn.au



CORE SPONSORSHIP PACKAGE:

- Company logo on Convention website including hyperlink
- Company logo and contact details in Convention Program Book
- Company logo on signage throughout the venue
- Consenting delegate list onsite and per package entitlement
- Company logo on sponsorship loop opening & closing plenary sessions
- Sponsor acknowledgment during both opening and closing addresses

Sponsorship Opportunities

GOLD SPONSOR

\$35,000

ONE OPPORTUNITY

Core Sponsorship package plus;

- Opportunity for a 3-minute video/speech each day of the conference
- Exhibition space 36sqm (6m x 6m booth layout)
- Welcome Reception sponsorship or any of the minor sponsor items (subject to availability)
- Six (6) delegate registrations for Convention. Includes; Convention sessions, Gala Function and Welcome Reception
- Eight (8) corporate event tickets to attend AFL match fixtured at the Convention Adelaide Oval (sponsor to allocate tickets as desired)
- Dedicated email blast to Parking Australia database post-Convention (content to be supplied)
- Two (2) complimentary adverts in the Parking Insider newsletter pre and post-Convention with an optional article on the company or industry specific product/s
- Consenting delegate list provided two weeks prior to the commencement of the Convention, as well as post Convention
- 100-word company synopsis in Program Book
- Opportunity to purchase additional sponsorships with a 15% discount (for additional packages only)

SILVER SPONSOR

\$25,000

ONE OPPORTUNITY

Core Sponsorship package plus;

- Exhibition space 18sqm (6m x 3m booth layout)
- Four (4) delegate registrations for Convention. Includes; Convention sessions, Gala Function and Welcome Reception
- One (1) complimentary advert in the Parking Insider newsletter post-Convention with an optional article on the company or industry specific product/s
- Consenting delegate list provided one week prior to the commencement of the Convention, as well as post Convention
- 100-word company synopsis in Program Book
- Opportunity to purchase additional sponsorships with a 15% discount (for additional packages only)

Sponsorship Opportunities

BRONZE SPONSOR

\$15,000

ONE OPPORTUNITY

Core Sponsorship package plus;

- Exhibition space 9sqm (3m x 3m booth layout)
- Three (3) delegate registrations for Convention. Includes; Convention sessions, Gala Function and Welcome Reception
- 50-word company synopsis in Program Book
- Opportunity to purchase additional sponsorship packages with a 15% discount applied to the additional package(s)

NETWORKING LOUNGE

\$12,500

ONE OPPORTUNITY

Core Sponsorship package plus;

- Signage, promotional material and ability to provide hospitality at the Networking Lounge in the centre of the exhibition.
- Lounge build and design in addition to sponsorship



Sponsorship Opportunities

WELCOME RECEPTION

\$10,000

22 AUGUST 2021 | ONE OPPORTUNITY

Core Sponsorship package plus;

- Naming rights to the Welcome Reception including signage (provided by the sponsor e.g. pull-up banners)
- Five (5) complimentary tickets to the Welcome Reception
- 5-minute presentation to attendees during the reception

CHARGE BAR

\$7,500

ONE OPPORTUNITY

Core Sponsorship package plus;

- One (1) recharge Station supplied allowing delegates to recharge their mobile devices (Allow 1m x 1m for all equipment)
- Exhibitor space of (3m x 3m)
- Logo to be included on Recharge Station signage



COFFEE CART SPONSOR

\$10,000

TWO OPPORTUNITIES AVAILABLE

Core Sponsorship package plus;

- Provision of branded coffee cart on the exhibition floor
- Opportunity for sponsor to supply branded coffee cups and lids. (required size will be confirmed)
- Exhibitor space of (3m x 3m)



DELEGATE SACHELS

\$6,000

ONE OPPORTUNITY AVAILABLE

Core Sponsorship package plus;

- Company logo on delegate satchel with Convention logo (sponsor to supply satchels and final approval to be granted by Convention Committee).
- One (1) satchel insert



Sponsorship Opportunities

SANITISING STATIONS

\$5,000

ONE OPPORTUNITY AVAILABLE

Core Sponsorship package plus;

- Naming rights to the sanitising stations located at entrances and throughout the exhibition hall.
- Signage on all sanitising stations
- Opportunity to repurpose payment machines or parking meters into sanitising stations



PADS & PENS

\$3,500

ONE OPPORTUNITY AVAILABLE

Core Sponsorship package plus;

- Company logo on pads and pens for distribution on conference tables (sponsor to supply)



LANYARDS

\$5,000

ONE OPPORTUNITY AVAILABLE

Core Sponsorship package plus;

- Company logo on lanyards (sponsor to supply)



REFILLABLE WATER BOTTLES

\$3,500

ONE OPPORTUNITY AVAILABLE

Core Sponsorship package plus;

- Company logo on refillable water bottles (sponsor to supply)



Sponsorship Opportunities

KEYNOTE SPEAKER SPONSOR

\$3,000

OFFER LIMITED TO TWO (2)

Core Sponsorship package plus;

- Acknowledgement as sponsor of the Keynote Speaker (includes logo on the website & Final Program Book next to the speaker, logo on speaker's holding slide)
- Opportunity to introduce keynote speaker
- Two (2) minute speech / video
- Two (2) pull-up banners to be displayed on stage during the keynote session (sponsor to supply free standing pull-up banners)



DELEGATE DRAW

\$2,500

ONE OPPORTUNITY AVAILABLE

Core Sponsorship package plus;

- Delegate draw and presentation of the prize to be done by the sponsor

ADVERT IN CONVENTION PROGRAM

Two options available;

- \$1,000 (back cover or inside front cover)
- \$500 (full page within program)

SATCHEL INSERTS

\$500

Parking Industry Awards

AWARDS DINNER SPONSOR

\$10,000

GALA DINNER EVENT - 11 OCTOBER 2021

The Parking Industry Awards is a dedicated awards event for the parking industry. Recognising outstanding achievement and industry excellence, the Awards pay tribute to exceptional standards of service and innovation, as well as celebrating the achievements of individuals, teams and organisations.

The Awards are a high profile event, well attended by the industry, and for sponsors they bring prestige and significant promotional opportunities.

The owner of the Awards, Parking Australia, invites you to demonstrate your commitment as an industry leader; complementing the values of your corporate brand by sponsoring this major event.

To find out more about Awards sponsorship opportunities at PACE 2021, please contact:

Stuart Norman on 0427 496 434 or snorman@parking.asn.au



**PARKING INDUSTRY
AWARDS**

DINNER SPONSORSHIP PACKAGE:

- Your logo on the Parking Industry Awards webpage
- Your logo on all email marketing relating to the Parking Industry Awards
- Complimentary e-banner in the Parking Industry Awards newsletter special edition - post event
- Your logo on Parking Industry Awards program
- 100 word company profile in the Parking Industry Awards program
- Your logo on AV presentation at Parking Industry Awards Dinner
- Opportunity to speak at the Parking Industry Awards as Dinner sponsor
- 10 Complimentary tickets to the Parking Awards dinner
- Acknowledgement by MC throughout the dinner

Parking Industry Awards

AWARD CATEGORY SPONSOR

\$2,500

Get noticed at the Awards gala dinner and engage with Australia's parking industry by placing your brand front and centre as a category sponsor.

Category sponsorship is \$2,500 per category with five remaining categories to choose from, including:

- Outstanding Customer Service
- Excellence in Technology and Innovation (Off Street)
- Outstanding Marketing and Communications
- Parking Young Achiever
- Parking Organisation of the Year

INCLUSIONS:

Each Parking Category Sponsor will receive the following:

- Your logo on the Parking Industry Awards program
- Your logo on the PowerPoint holding slides
- 1 complimentary ticket to the Awards Dinner
- Your banner in the photo/media area for photos with your sponsored category
- Acknowledgement by MC throughout the dinner



Exhibition Information

PRICING

Exhibitor floor booths start from **\$4,500** excluding GST (Member Price) and will include the entitlements outlined below. We strongly encourage non-members to join Parking Australia prior to booking their booths in order to take advantage of the member price and other membership entitlements. Allocations will be prioritised to members before non-members. Email paa@parking.asn.au for details.

Booth Size	Delegate Registration	Rates	
	Convention sessions, Parking Awards and Welcome Reception	Member	Non-Member
2m x 3m (6sqm)	1	\$4,500	\$5,400
3m x 3m (9sqm)	2	\$6,525	\$7,650
6m x 3m (18 sqm)	3	\$11,700	\$13,950
6m x 6m (36sqm)	4	\$22,500	\$27,000

ROUNDTABLE DISCUSSIONS

All exhibitors with a 6m x 3m booth or 6m x 6m booth will have the opportunity to host a scheduled round table discussion with delegates. Exhibitors will be allocated a specific time whereby they can invite delegates to attend.

Price for additional passes only available to participating Sponsors & Exhibitors	
2-Day Delegate Registration Pass	\$1,000

The Exhibition Floorplan is available to view at www.pace.asn.au

[Click here to see the latest floorplan>>](#)

Please refer to the floor plan for your choice of stand location. Allocation will be strictly by date of receipt of booking.

STANDARD INCLUSIONS

- 2.5m high matt anodised aluminium frame with white laminated infills as per booth size (only one per exhibitor)
- Venue carpet
- Company logo and 25-word company description in Program Book and on the website
- One (1) fascia board with black text (26 characters max.) on all open sides
- One (1) 4 amp power point per stand



Parking Australia

We appreciate your support and participation

www.pace.asn.au