



**2021 Australasian  
Fleet Conference  
& Exhibition** MAY 20-21  
AND FLEET AWARDS



# Sponsor & Exhibitor Packages

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## The Association

The Australasian Fleet Management Association (AfMA) is the largest network of fleet management professionals in Australasia. Our Members, who represent all industry groups and levels of government, are responsible for the management of an estimated 800,000 vehicles. Our charter is to enhance fleet management as a profession in its own right, to provide knowledge, information and resources to our Members and to lobby and advocate on behalf of the industry.

## The Audience

The audience is made up of influential decision makers from the fleet industry, ranging from Fleet Managers to CEOs. Delegates come from all Australian states and territories, New Zealand and beyond. They represent all levels of government, all industry groups across both the private and not-for-profit sectors. Substantial time is set aside to network, ensuring exhibitors have the chance to speak with delegates throughout the event. Delegates will also receive a conference bag upon arrival that includes a Conference & Exhibition brochure highlighting Exhibitor participation.

## The Event

The 2021 Australasian Fleet Conference & Exhibition is the premier Fleet Management event in Australasia. It brings together fleet industry professionals and decision makers from private and government organisations across all industries in an open and professional environment. The exhibition provides a unique opportunity to network and create lasting relationships with current and potential clients. The theme for 2021 is yet to be locked down however will feature a strong focus on safety in the mobile workplace and electric / hybrid vehicles and technology more broadly.

### ***Expanding the knowledge***

*WHS/OHS, Sustainability, Procurement, Finance & Human Resources Managers will be invited to attend the Fleet Conference & Exhibition for the special price of \$600.00 + GST (excludes dinner), provided they are accompanying a delegate from their organisation who purchased a 2-day conference pass.*

# Thank you to our Corporate Partners



Our conference, qualifications, development forums, content and resources wouldn't be possible without our Corporate Partners





# The Conference Venue

The Melbourne Convention and Exhibition Centre (MCEC) is Australia's most versatile convention and exhibition facility and the centerpiece of Melbourne's new South Wharf development. Visitors looking for a truly Melbourne experience will find it encapsulated here at the centre - art, entertainment, culture, food and wine all set among a stunning, award-winning architectural design.

Set on the banks of the iconic Yarra River, MCEC is just a 20-minute drive from Melbourne Airport and a short stroll to the City Centre. The venue boasts amazing spaces, leading technology (including free wi-fi for delegates and exhibitors), award-winning food prepared in-house as well as skilled, friendly staff, MCEC regularly assists in producing some of Melbourne's most exciting events.



# Conference Dinner



## The Venue

The Palladium at Crown is the venue of choice when it comes to hosting some of Australia's most prestigious events, including the TV Week Logie Awards, the AFL Brownlow Medal and the Allan Border Medal.

Designed to impress and inspire, opulence flows, with magnificent custom designed carpets, seven metre ceilings, plush wall panelling and superbly appointed fittings.

## Dinner Format

Following the success of the 2019 conference dinner sponsored by Toyota Fleet Management and Toyota Fleet we're again hosting a networking dinner at the end of day 1 (Thursday 20 May).

This networking dinner will be the social highlight of the conference as delegates unwind after a day of professional development and relax amongst their peers. The dinner will commence with welcome refreshments and canapés followed by a 3 course meal, entertainment and awards presentation to highlight industry excellence.

The networking dinner is FREE for delegates, sponsors and exhibitors who purchased or received a 2 day conference pass as part of their package.

*FREE for delegates, sponsors & exhibitors who purchased a 2 Day Conference Pass.*







## HIGHLIGHTS FROM THE 2019 AUSTRALASIAN FLEET CONFERENCE & EXHIBITION

### DELEGATE TESTIMONIALS FLEET AWARDS

For more videos visit our [YouTube](#) page



424 Delegates & Guests

64 Sponsors & Exhibitors



40 Speakers

20 Educational Sessions



# What's New in 2020?



1. 2020 Fleet Conference Dinner and Fleet Awards will be held at the **Crown Palladium** (Level 1 Crown Towers, Crown Melbourne, 8 Whiteman St, Southbank VIC 3006). Awards Sponsorships are NOW available ( please see page 23-26)
2. **The Exhibitor Booth shape has now changed!** Based on your feedback we are moving to an open build that will allow for better interaction with delegates, a more collaborative environment. The new booth package will now also include furniture items and some full colour graphic prints. For more details please refer to page 31-32.
3. Exhibition hall will open at the **start of Morning Tea on Day 1** and remain open until Conference end time.
4. Option to participate in the Sponsor and Exhibitor e-Brochure – artwork and content due date has been slightly changed. In order to participate content/artwork must be provided **within 7 days from sign-up and no later than 31st of March 2021**. The exhibitor e-Mag will be published on the **1st February 2020** with the content available and continue to be updated with new content on weekly basis until 31 March 2021.
5. **Plenary room** for Day 1 will be Melbourne Room 2, adjacent to The Exhibition Hall. Day 2, the Plenary room will move across to room 203 and 204 combined. For more information please refer to CONVENTION CENTRE LEVEL TWO Map on the following page.
6. Exhibition Hall will now be in Melbourne Room 1
7. **The Breakout sponsor packages will include a new additional benefit.** Sponsors will be provided with a 5 minutes speaking opportunity to introduce themselves, what they do, explain why the workshop resonates with them and the values of their organisation.
8. We have introduced a new Sponsor Opportunity – The **Education Sponsor**. For more details please see page 13.



# CONVENTION CENTRE LEVEL TWO



**2021 Australasian  
Fleet Conference  
& Exhibition** MAY 20-21  
AND FLEET AWARDS



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## OPPORTUNITIES AT A GLANCE

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# Sponsor Opportunities



**2021** Australasian  
**Fleet Conference  
& Exhibition**

MAY 20-21

AND FLEET AWARDS

SOLD

## Event Partner

### Price on Application

As the premier fleet management event for Australia, New Zealand, Asia Pacific and beyond, the Conference brings together fleet industry professionals and decision makers from both private and government organisations across all industries and segments. It provides a unique and integral opportunity to grow one's prospects, network and create lasting relationships with current and potential clients, businesses and experts. This is an opportunity to plot a course and steer the good ship.

*Your exclusive involvement as our Event Partner offers you:*

**Leadership:** Join AFMA as we inform, empower and celebrate fleet management at its biggest event

**Reach:** Access a wide, captive and influential audience of fleet management professionals

**Edge:** Get ahead of the competition by supporting national leaders from a broad range of organisations

**Exposure:** Effective branding via extensive campaign marketing before, during and post-event

**Relationships:** Build rapport meeting face-to-face with national experts and fleet heavyweights

**Presence:** Introduce your product and market services to hundreds of leading fleet organisations and companies

**Note:** As Event Partner you have an **OBLIGATION TO PROMOTE THE EVENT**

## Benefits & Inclusions

1. Five complimentary full Conference registrations(including dinner) for your staff valued at \$10,100
2. Option to display of up to two passenger vehicles, or equivalent floor space, in the Exhibition or Pre-Function Area (the Event Partner will have first choice of location) valued at \$19,400
3. Conference opening 10-minute address on May 7 and closing comments on May 8
4. Promotional 30 to 60 second video played during the opening address – stat of day one and start of day 2 (to be provided by sponsor)
5. Branded pens and note pages in the Conference brochure
6. Use of the AFMA logo and your Event Partner status in your organisation's promotional material
7. Display of logo with recognition as Event Partner on:
  - Pre-event promotion including communications with Members, AFMA Events, the AFMA website and external print and online media advertising and LinkedIn
  - Conference brochure (print and digital)
  - Promotional pages on the AFMA website and exclusive banner on the conference website
  - Conference venue signage (50% dedicated signage)
  - Plenary session slides
  - Delegate bag (exclusive)
8. Recognition as a sponsor on the day via MC announcements, logoi, signage etc.
9. Ongoing recognition via all event marketing initiatives, including event highlights video, AfMA State based Professional Development Forums images, articles, etc.
10. Advertising in print and digital conference brochures (full page)
11. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1<sup>st</sup> February with the content available and continue to be updated with new content on weekly basis until 31 March 2021.
12. Opportunity to distribute items of your organisations literature and gifts/giveaways as part of the delegate bag
13. Opportunity to present two door prizes (one per day)



## Work Health & Safety Sponsor

SOLD

**Deliver a Workshop**  
(subject to agreed scope)

Member \$10,700 + GST  
Non-Member \$11,999 +GST

***Is SAFETY a core value for your organisation?***

***Is improving work related road safety one of your key objectives?***

***Do you provide products and services such as telematics, vehicle equipment, fleet management systems etc intended to improve safety in the mobile workplace?***

If the answer is YES to any of these, this sponsorship is for you!

***Promote and show leadership on this important topic!***

### Benefits include:

1. 4 x Two Day Conference Passes (including dinner) valued over \$8,080
2. Your brand will be used in videos promoting future Conferences
3. You are entitled to provide appropriate free-standing banners in a nominated area
4. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
5. Your company's logo will be displayed on print and digital brochures including the AfMA website
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
7. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021
8. Advertising in print and digital brochures (half page)

## Education Sponsor

NEW  
Opportunity

### **Full Conference**

Member \$8,000 +GST  
Non-Member \$8,960 +GST

### **Help Shape Tomorrow's Leaders**

AfMA is delighted to provide a unique opportunity for your organisation to invite 10 of your most valuable clients for 2 Full Days of intense professional development and networking. Across AfMA's 2021 Fleet Conference delegates will hear from more than 35 industry speakers, connect with over 40 exhibitors and engage in 20+ educational sessions. This is a chance for your clients to network with over 300 like-minded industry professionals and to develop skills that will guide their career pathway in the years to come.

*Please Note: These passes are strictly limited to individuals that have not attended the Conference in the last two years.*

*Check with our office before invitations are distributed.*

### Benefits include:

1. 10 x Two Day Conference Passes (excluding Dinner) valued over \$20,200
2. Your brand will be used in videos promoting future Conferences
3. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
4. Your company's logo will be displayed on print and digital brochures including the AfMA website
5. Advertising in print and digital brochures (half page)
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
7. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021

## Breakfast Sponsor

SOLD

**Breakfast Friday, 21 May**

Member \$23,000 +GST  
Non-Member \$24,500 +GST

A fantastic opportunity to promote your business during a plated breakfast service in the main Plenary room. As the breakfast sponsor, you will be provided with an opportunity to address the audience. This 10 minute slot will allow you to introduce your business and welcome the delegates to the breakfast (5 to 10 minutes maximum)

### Benefits Include:

1. 4 x Two Day Conference Passes (including dinner) valued over \$8,080
2. Option to display 1 vehicles for the full duration of the conference valued at \$9,700 as a stand alone option
3. Your brand will be used in videos promoting future Conferences
4. You are entitled to provide appropriate free-standing banners within the Plenary room during the breakfast service.
5. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
6. Advertising in print and digital brochures (half page)
7. Your company's logo will be displayed on print and digital brochures, including the AfMA website
8. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
9. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021.

## Coffee Cart Sponsor (2 carts)

SOLD

**Coffee Cart Sponsor  
Thursday, 20 May and Friday, 21 May**

Member \$10,200 +GST  
Non-Member \$11,420 +GST

A fantastic opportunity to be recognised as the 2021 Coffee Cart Sponsor. The coffee carts (x 2) were introduced for the first time during the 2017 Conference & Exhibition and these turned out to be extremely popular and provided a great place for networking. As a coffee cart sponsor your brand will be associated with all barista coffee served during the 2 days. A unique opportunity to meet and greet delegates while waiting for their coffees!

### Benefits include:

1. 3 x Two Day Conference Passes (including dinner) valued over \$6,060
2. Named as sponsor of a Coffee Cart in the Conference Program and proceedings
3. You are entitled to provide appropriate freestanding banners in the area where the coffee carts are placed
4. Acknowledgement at the opening and closing of the conference
5. Advertising in print and digital brochures (quarter page)
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
7. Option to brand coffee cups with your logo/promotional artwork (at the sponsors expense)
8. Your company's logo will be display on print and digital brochures, including the AfMA website
9. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021.



# Networking Dinner Sponsor

SOLD

## Conference Networking Dinner

Price on Application

This Conference Networking Dinner will be the social highlight of the conference and is sure to create lasting memories. Platinum sponsorship provides a great opportunity to promote your brand as delegates unwind after a day of professional development and relax amongst their peers. The dinner will be free for delegates, sponsors and exhibitors who purchased a 2-day conference pass to ensure maximum attendance.

**Benefits valued well over \$27,480!**

### Benefits Included:

1. 4 x Two Day Conference Passes (including dinner) valued over \$8,080
2. Option to display 2 vehicles for the full duration of the conference valued at \$19,400 as a standalone option
3. Your brand will be used in videos promoting future Conferences
4. You are entitled to provide appropriate freestanding banners within the Conference Dinner area for the duration of the Conference Dinner
5. Use of the AfMA logo and your Conference Networking Dinner status in your organisations promotional material
6. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
7. Advertising in print and digital brochures (half page)
8. Your company's logo will be displayed on print and digital brochures, including the AfMA website
9. Opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
10. Option to present a door prize
11. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021
12. Opportunity to theme tables with branded signage or provide branded giveaways. Cost for branded theming and or giveaways is in addition to sponsorship fee.

# Lunch Sponsor

SOLD

**Lunch Thursday, 20 May (SOLD)** Member \$14,320 +GST Non-Member \$16,000 +GST  
**Lunch Friday, 21 May (SOLD)** Member \$14,320 +GST Non-Member \$16,000 +GST

Sponsoring Lunch is one of the best ways to showcase your brand and foster networking amongst delegates. The standard of food at MCEC is highly regarded and these two course stand-up lunches provide a relaxed environment to promote your brand.

**Benefits valued over \$17,780 for only \$14,320!**

### Benefits Include:

1. 4 x Two Day Conference Passes (including dinner) valued over \$8,080
2. Option to display a vehicle for the full duration of the conference valued at \$9,700 as a standalone option
3. Your brand will be used in videos promoting future Conferences
4. You are entitled to provide appropriate free-standing banners within the lunch area for the duration of the sponsored lunch
5. Recognition as a sponsor on the day via MC announcements ,logo ,signs, etc
6. Advertising in print and digital brochures (half page)
7. Your company's logo will be displayed on print and digital brochures, including the AfMA website
8. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
9. Option to present a door prize
10. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021

## Morning or Afternoon Tea Sponsor

<b>Morning Tea Thursday, 20 May</b>	Member \$12,250 +GST	Non-Member \$13,700 +GST	<b>SOLD</b>
<b>Afternoon Tea Thursday, 20 May</b>	Member \$12,250 +GST	Non-Member \$13,700 +GST	<b>SOLD</b>
<b>Morning Tea Friday, 21 May</b>	Member \$12,250 +GST	Non-Member \$13,700 +GST	<b>SOLD</b>
<b>Afternoon Tea Friday, 21 May</b>	Member \$12,250 +GST	Non-Member \$13,700 +GST	<b>SOLD</b>

A fantastic opportunity to promote your brand in a relaxed environment, with barristers serving coffee during the breaks.

**Benefits valued over \$15,760 for as low as \$12,250!**

### Benefits Include:

1. 3 x Two Day Conference Passes (including dinner) valued over \$6,060
2. Option to display a vehicle for the full duration of the conference valued at \$9,700 as a standalone option
3. Your brand will be used in videos promoting future Conferences
4. You are entitled to provide appropriate freestanding banners in the dedicated area for the duration of the sponsored morning or afternoon tea
5. Recognition as a sponsor on the day via MC announcements, logo & signs
6. Advertising in print and digital brochures (quarter page)
7. Your company's logo will be displayed on print and digital brochures, including the AfMA website
8. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
9. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021

## Keynote Sponsor

**Keynote Address, Thursday, 20 May (SOLD)** Member \$7,100 +GST Non-Member \$7,950 +GST  
**Keynote Address, Friday, 21 May** Member \$7,100 +GST Non-Member \$7,950 +GST

All delegates will be attending the Keynote Addresses, so sponsoring our high profile and much sought after Keynote Speakers will guarantee your organisation a unique and expansive method of promotion.

### Benefits include:

1. 3 x Two Day Conference Passes (including dinner) valued over \$6,060
2. Named as sponsor of a Keynote Speaker in the Conference Program and proceedings
3. You are entitled to provide appropriate freestanding banners in the dedicated area for the duration of the sponsored session
4. Acknowledgement at the opening and closing of the session involving the Keynote Speaker
5. Advertising in print and digital brochures (quarter page)
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
7. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021
8. Recognition as a sponsor on the day via MC announcements, logo & signs
9. Your company's logo will be displayed on print and digital brochures, including the AfMA website



## Wi-Fi Sponsor

### Full Conference

Member \$6,180 +GST

Non-Member \$6,950 +GST

Wi-Fi at events is no longer a 'nice to have' extra. Reliable Wi-Fi is a critical must-have productivity tool. Fast, free Wi-Fi is a highly valued and prized service by delegates and exhibitors alike. As the Wi-Fi Sponsor, you have a unique opportunity to get your product/brand in front of all attendees.

Premium Service for Exclusive use of Conference Delegates allowing unrestricted internet access with increased bandwidth for individual users.

#### ***Branding & customisation***

Certain elements of the wireless connection pages may be customised. For more information please contact AfMA office

#### Benefits Include :

1. Wi-Fi sponsor receive 2 x Two Day Conference Passes (including dinner) valued over \$4,040
2. You are entitled to display appropriate 1 x freestanding banner in the foyer, near the registration desk
3. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
4. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
5. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag

## Conference App Sponsor

SOLD

### Full Conference

Member \$7,725 +GST

Non-Member \$8,650 +GST

A Conference App provides great value to all conference attendees, on any device: with all of the event information right at their fingertips, before, during, and after the event. Your logo will appear on the Conference App header, splash advertisement displayed when the App is downloaded and on opening and there are scrolling banner footer advertisements with a dedicated sponsor icon on the App home page.

As the Conference App Sponsor, you have a unique opportunity to get your product/brand in front of all attendees prior, during and after the conference as they plan, take notes and access conference presentations.

#### Benefits Include :

1. Conference App sponsor receive 2 x Two Day Conference Passes (including dinner) valued over \$4,040
2. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
3. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
4. Your logo will appear on the Conference App header, splash advertisement displayed when the App is downloaded and on opening. Further there are scrolling banner footer advertisements and a dedicated sponsor icon on the App home page
5. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag

## Plenary Session Sponsor

**Plenary Session Various**      Member \$6,180 +GST    Non-Member \$6,950 +GST

The plenary sessions are panel discussions on major issues facing the fleet industry. Your brand is promoted to the largest audience possible, with all conference delegates and exhibitors in attendance.

Please note: Plenary, Breakout sessions are opportunities to promote knowledge and are not intended as a direct sales pitch. The sponsors are not necessarily the presenters for the sponsored sessions.

### Benefits Include :

1. Plenary sponsor receive 3 x Two Day Conference Passes (including dinner) valued over \$6,060
2. You are entitled to display appropriate freestanding banners for the duration of the sponsored sessions
3. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
4. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
5. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag (plenary sponsor only)

## Breakout Session Sponsor

NEW Benefit  
Included

**Breakout Session Various**      Member \$3,600 +GST    Non-Member \$4,370 +GST

The breakout sessions are discussions/workshops on key issues facing the fleet industry. Your brand is promoted in the room the session takes place, to the delegates and exhibitors in attendance.

***As a breakout session sponsor you will be offered a unique opportunity to address the audience for 5 minutes, introduce your company – what you do and who are your clients, explain why you have decided to sponsor the session – the importance of the topic covered to your organisation.***

### Benefits Include :

1. Breakout Session sponsors receive 2 x Two Day Conference Pass (including dinner) valued up to \$4,040
2. You are entitled to display appropriate freestanding banners for the duration of the sponsored sessions
3. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
4. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
5. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag (plenary sponsor only)



## LinkedIn Photo Booth Sponsor

**LinkedIn Booth Sponsor**      Member \$6,180 +GST   Non-Member \$6,950 +GST

Sponsoring the LinkedIn Photo Booth is a great way to highlight your company

Benefits Include :

1. 2 x Two Day Conference Passes (including dinner) valued over \$4,040
2. Your company name will appear on the LinkedIn Photo Booth
3. Recognition as a sponsor on the day via MC announcements, logo, signage, etc
4. Your company's logo will be displayed on print and electronic brochures, including the AfMA website
5. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021
6. You have the opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag

## Delegate Bag Item

**Full Conference**      Member \$2,680 +GST   Non-Member \$2,999 +GST

The sponsorship of Conference delegate bags provides an opportunity to include a branded item into the delegate bags which are distributed to each conference attendee.

Benefits Include:

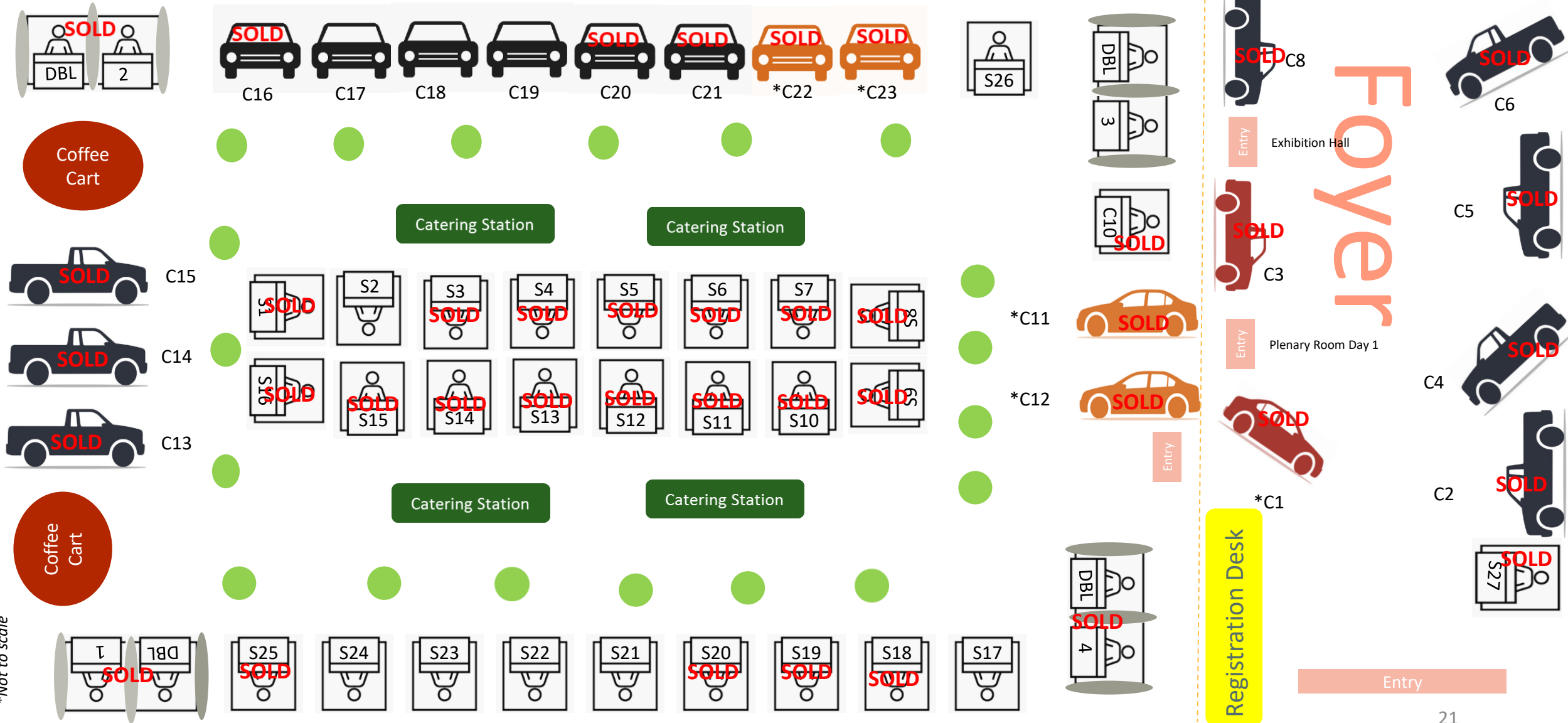
1. 1 x Two Day Conference Passes (including dinner) valued over \$2,020
2. Opportunity to distribute items of your organisation's literature and gifts/giveaways as part of the delegate bag
3. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021

# SUMMARY OF SPONSORSHIP BENEFITS

Sponsorship Level	Included Registration & Dinner (full access both days)	Option to display a vehicle	Vehicle Bay Allocation	Banners on Display *must be freestanding	Recognition as a sponsor on the day (MC, Logo on venue signage, etc)	Delegate Bag: Logo printed on bag	Delegate Bag: Branded Item Insert	Logo included on print and digital brochure website	Advertising in print and digital brochure	Logo printed on pens and writing pages in Conference Program	Option to participate in the Sponsor & Exhibitor E-brochure
Event Partner	5	YES (2 included)	TBC	Throughout Conference and Exhibition Floor (6)	YES	YES	YES	YES	(Full Page)	YES	YES
Work Health & Safety Sponsor	4	NO	N/A	During Agreed Sessions	YES	NO	YES	YES	½ page	NO	YES
Education Sponsor	10	NO	N/A	N/A	YES	NO	YES	YES	½ page	NO	YES
Breakfast Sponsor	4	Yes (1 included)	TBC	During Service	YES	NO	YES	YES	½ page	NO	YES
Coffee Cart Sponsor	3	NO	N/A	Near Coffee Carts	YES	NO	YES	YES	¼ page	NO	YES
Conference Dinner Sponsor	4	YES (2 included)	TBC	During Opening Dinner	YES	NO	YES	YES	½ page	NO	YES
Lunch Sponsor	4	YES (1 included)	TBC	During Sponsored Break	YES	NO	YES	YES	½ page	NO	YES
Morning & Afternoon Tea Sponsor	3	YES (1 included)	TBC	During Sponsored Break	YES	NO	YES	YES	¼ page	NO	YES
Keynote Sponsor	3	NO	N/A	Keynote Address	YES	NO	YES	YES	¼ page	NO	YES
Plenary Sponsor	3	NO	N/A	During Sponsored Session	YES	NO	YES	YES	NO	NO	YES
Breakout Sponsor	2	NO	N/A	During Sponsored Session	YES	NO	YES	YES	NO	NO	YES
Delegate Bag	1	NO	N/A	NO	NO	NO	YES	NO	NO	NO	YES
LinkedIn Photo Booth Sponsor	2	NO	N/A	NO	YES	NO	YES	YES	NO	NO	YES
Wi-Fi Sponsor	2	NO	N/A	1 x near the Registration Desk	YES	NO	YES	YES	NO	NO	YES
Conference App	2	NO	N/A	NO	YES	NO	YES	YES	NO	NO	YES

\*Please note:  
 C22 & C23 are only available with Morning/Afternoon Tea Sponsorships

\*Not to scale



C = Car Display Space, S = Standard Booth, DBL = Double Booth





# Sponsor Booking Form



Please indicate your preferred Sponsor Package/s, you will be contacted within two business days to confirm your package and an invoice will be sent for a 40% non-refundable deposit or full price, based on your preference. **For more information, please call Monalisa Marin on +61 3 9866 6056 or [monalisa.marin@afma.org.au](mailto:monalisa.marin@afma.org.au) Final Amount due 29 March 2021.**

## Conference Sponsorship Opportunities (Excl. GST)

	Member Price	Non- Member Price	
Event Partner	Price on Application	Price on Application	SOLD
Conference Dinner Sponsor	Price on Application	Price on Application	SOLD
Breakfast Sponsor (Day 2)	\$23,000	\$24,500	SOLD
Coffee Cart Sponsor (Day 1 & Day 2)	\$10,200	\$11,420	SOLD
Education Sponsor (New)	\$8,000	\$8,960	
Work Health & Safety Sponsor	\$10,700	\$11,999	SOLD
Lunch Sponsor (Day 1)	\$14,320	\$16,000	SOLD
Lunch Sponsor (Day 2)	\$14,320	\$16,000	SOLD
Morning Tea (Day 1)	\$12,250	\$13,700	SOLD
Morning Tea (Day 2)	\$12,250	\$13,700	SOLD
Afternoon Tea (Day 1)	\$12,250	\$13,700	SOLD
Afternoon Tea (Day 2)	\$12,250	\$13,700	SOLD
Keynote Address (Day 1)	\$7,100	\$7,950	SOLD
Keynote Address (Day 2)	\$7,100	\$7,950	
Plenary Session Sponsor, Morning (Day 1)	\$6,180	\$6,950	SOLD
Plenary Session Sponsor, Morning (Day 2)	\$6,180	\$6,950	
Plenary Session Sponsor, Afternoon (Day 1)	\$6,180	\$6,950	
Plenary Session Sponsor, Afternoon (Day 2)	\$6,180	\$6,950	
LinkedIn Booth Sponsor (Day 1 & Day 2)	\$6,180	\$6,950	
Wi-Fi Sponsor (Day 1 & Day 2)	\$6,180	\$6,950	
Conference App Sponsor	\$7,725	\$8,650	SOLD
Breakout Sessions Sponsor (Day 1 or Day 2)	\$3,600	\$4,370	
Delegate Bag Item Sponsor (Day 1 & Day 2)	\$2,680	\$2,999	

## Acknowledgement of Terms & Conditions

I, \_\_\_\_\_ hereby acknowledge and understand the full terms and conditions for the Australasian Fleet Conference and Exhibition to be held on 20 and 21 May 2021.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Sponsor Details

Name:	
Title:	
Organisation:	
Mailing Address:	
Email:	
Mobile:	Land Line:

## Additional Delegate Options (SPONSOR'S EMPLOYEES ONLY)

		No. of tickets required
Full Conference & Exhibition Access – 2 Days Attendance	\$600 per person plus GST	
Full Conference & Exhibition Access – 2 Day Attendance including Dinner	\$800 per person plus GST	





20 May 2020, Crown Palladium

# 2021 FLEET EXCELLENCE AWARDS

Award Sponsor Opportunities





The Australasian Fleet Management Association supports innovation and excellence in Fleet Management. AFMA Fleet Excellence Awards seek to identify advances in best practice in Fleet Management and to bring these to the attention of its members and the industry.

Now in their 23<sup>rd</sup> year, the awards have recognised new approaches and applications that have produced substantial reductions in costs, lowered emissions and improved safety outcomes.

Drawing attention to advances in fleet management techniques, the application of technology, fleet safety and raising awareness of the fleets' impact on the environment, the Awards have inspired many to begin their own voyage towards best practice.

Here are the Awards Sponsor Opportunities:

## Fleet Manager of the Year Award Sponsor

<b>Fleet Manager of The Year Award Sponsor</b>	<b>SOLD</b>	<b>\$15,000 +GST</b>
Fleet Manager of The Year Award Sponsor		\$15,000 +GST

To be considered for the Fleet Manager of the Year Award, the **individual** must demonstrate:

- ❖ Innovative and creative Fleet Management strategy
- ❖ Improvements to efficiency and/or financial performance
- ❖ Measurable outcomes from implementation with supporting data

### Sponsorship Benefits

1. 4 x Two Day Conference Passes valued over \$8,080
2. Reserved table of 10 at the Conference Networking Dinner, valued at \$2,750
3. Alignment with peak industry body and these prestigious Awards
4. Supporting an Award that aligns with your organisation's goals
5. Assisting the transfer of fleet excellence
6. Presentation of the Award by your executive at the Awards presentation dinner
7. Your banner can be displayed during the Award presentation (sponsor to provide)
8. Company Brand included on:
  - Website pages relating to the Awards
  - Communications promoting the Awards
  - Award Trophy
9. Post event press releases and articles produced to highlight the achievements of the winner post Awards night
10. Post event videos highlighting the Award winner
11. Post event case studies to assist knowledge transfer
12. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021

## Fleet Safety Award Sponsor

**Fleet Safety Award Sponsor**  
Fleet Safety Award Sponsor

**SOLD**

**\$12,000 +GST**  
**\$12,000 +GST**

To be considered for the Fleet Safety Award, the **organisation** must demonstrate:

- ❖ Innovative and creative Fleet Management strategy for improving fleet safety outcomes
- ❖ Reduction in the number of crashes/injuries/insurance claims/etc.
- ❖ Measurable outcomes from implementation with supporting data
- ❖ Positive financial outcomes for the organisation from improvement of fleet safety policy
- ❖ Future planning strategies

### Sponsorship Benefits

1. 3 x Two Day Conference Passes valued up to \$6,060
2. Reserved table of 10 at the Conference Networking Dinner, valued at \$2,750
3. Alignment with peak industry body and these prestigious Awards
4. Supporting an Award that aligns with your organisation's goals
5. Assisting the transfer of fleet excellence
6. Presentation of the Award by your executive at the Awards presentation dinner
7. Your banner can be displayed during the Award presentation (sponsor to provide)
8. Company Brand included on:
  - Website pages relating to the Awards
  - Communications promoting the Awards
  - Award Trophy
9. Post event press releases and articles produced to highlight the achievements of the winner post Awards night
10. Post event videos highlighting the Award winner
11. Post event case studies to assist knowledge transfer
12. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021

## Fleet Environment Award Sponsor

**Fleet Environment Award Sponsor**  
Fleet Environment Award Sponsor

**SOLD**

**\$12,000 +GST**  
**\$12,000 +GST**

To be considered for the Fleet Environment Award, the **organisation** must demonstrate:

- ❖ Innovative and creative Fleet Management strategy for improving environmental performance and reducing carbon footprint
- ❖ Reductions in emissions and environmental impact and/or financial performance
- ❖ Measurable outcomes from implementation with supporting data
- ❖ Future planning strategies

### Sponsorship Benefits

1. 3 x Two Day Conference Passes valued up to \$6,600
2. Reserved table of 10 at the Conference Networking Dinner, valued at \$2,750
3. Alignment with peak industry body and these prestigious Awards
4. Supporting an Award that aligns with your organisation's goals
5. Assisting the transfer of fleet excellence
6. Presentation of the Award by your executive at the Awards presentation dinner
7. Your banner can be displayed during the at Award presentation (sponsor to provide)
8. Company Brand included on:
  - Website pages relating to the Awards
  - Communications promoting the Awards
  - Award Trophy
9. Post event press releases and articles produced to highlight the achievements of the winner post Awards night
10. Post event videos highlighting the Award winner
11. Post event case studies to assist with the knowledge transfer
12. Option to participate in the Sponsor and Exhibitor e-Brochure. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021



# Awards Sponsor Booking Form

Please indicate your preferred Sponsor Package/s, you will be contacted within two business days to confirm your package and an invoice will be sent for a 40% non-refundable deposit or full price, based on your preference. **For more information, please call Monalisa Marin on +61 3 9866 6056 or [monalisa.marin@afma.org.au](mailto:monalisa.marin@afma.org.au) Final Amount due 29 March 2021.**

Awards Sponsorship Opportunities (Excl. GST)		
<b>Fleet Manager of The Year Award Sponsor</b>	<b>\$15,000</b>	<b>SOLD</b>
Fleet Manager of The Year Award Sponsor	\$15,000	
<b>Fleet Safety Award Sponsor</b>	<b>\$12,000</b>	<b>SOLD</b>
Fleet Safety Award Sponsor	\$12,000	
<b>Fleet Environment Award Sponsor</b>	<b>\$12,000</b>	<b>SOLD</b>
Fleet Environment Award Sponsor	\$12,000	

Additional Delegate Options (SPONSOR'S EMPLOYEES ONLY)		No. of tickets required
Full Conference & Exhibition Access – 2 Days Attendance	\$600 per person plus GST	
Full Conference & Exhibition Access – 2 Day Attendance including Dinner	\$800 per person plus GST	

## Acknowledgement of Terms & Conditions

I, \_\_\_\_\_ hereby acknowledge and understand the full terms and conditions for the Australasian Fleet Conference and Exhibition to be held on 20 and 21 May 2021.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Sponsor Details

Name:	
Title:	
Organisation:	
Mailing Address:	
Email:	
Mobile:	Land Line:



# **2021 Australasian Fleet Conference & Exhibition**

**MAY 20-21**

**AND FLEET AWARDS**

Exhibitor Opportunities |



# The Exhibition Program



*In order to provide exhibitors with a different opportunity to connect with delegates, the exhibition floor will be closed until start of morning tea on day 1.*

*This enables Exhibitors to socialise and connect with the delegates in a more neutral environment, outside the normal settings of the Exhibition Stall.*

*Barista coffee and tea will be served in the conference foyer during arrival and morning tea on Day 1. At all other times, barrister coffee & tea will only be available in the exhibition hall.*

*The 2020 conference will deliver a comprehensive program of plenary sessions, workshops and discussion groups over a two-day period. We strongly encourage all exhibitors to join the sessions and contribute to the discussions.*

*In the last two years, we held several speed dating sessions. These sessions were well attended and provided the catalyst for many conversations in the exhibition hall. In 2021, we will run the speed dating session once again. Potential Topics: Telematics, Fleet Management Organisations, Fuel Cards, Vehicle Equipment & Body fit-out, Fleet Management Systems, Vehicle Remarketing.*

Note: Participation in speed dating is only open to sponsors & exhibitors and will be selected at random prior to the event.

# Maximise Your Exposure

## Fitting Out Your Booth

All materials and displays must be contained within the footprint of the stand. Height restrictions may apply. Failure to adhere to the strict dimensions will result in the removal of items from the venue immediately at the expense of the Exhibitor.

Bump-In and Bump-Out times and regulations must be strictly adhered to. This is an OHS requirements of the venue and there will be no exceptions.

Attracting delegates to your booth is the best way to ensure a return on your investment.

To do this, make sure your booth stands out by having your best people implement something fun, interesting or quirky which draws potential customers into your space.

To help you make the most of your experience, we have negotiated modern furniture and flooring packages with our Exhibition supplier Moreton Hire.

Furniture comes in a range of colours and styles and Moreton is offering an early bird discount for all orders received and paid before 1 February 2021.

Once your booth is confirmed a representative from Moreton will contact you to discuss your specific needs.

Further, we understand some exhibitors have existing relationships with other suppliers such as Harry the Hirer, Exponet, etc. and whilst Moreton have been contracted to build the Exhibition you can contract with another supplier to provide the furniture and/or equipment you need.

## Exhibitor Lead Generation Scanning

Touchpoint will continue as our provider for data capture & lead generation tool. All exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).

What to do:

1 – Download the app (pre-show); 2 – Scan the delegate nametag; 3 - Access your leads

## Delegate Prize Draw

To encourage delegate participation we're holding a Delegate Prize Draw where the first scan from each exhibitor goes into the draw for the prizes (if they scan 3 exhibitors, they'll have 3 entries into the prize draw). The three prizes are \$1,500, \$1,000 or \$500 in Flight Centre travel vouchers or converted to a donation to a charity of the winner's choice.

## Dedicated Exhibitor E-Brochure

AfMA will create and distribute an e-Mag to all AfMA members, contacts and LinkedIn connections prior to the Conference & Exhibition. In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February 2020 with the content available and continue to be updated with new content on weekly basis until 31 March 2021. This dedicated space is designed to highlight exhibitor participation and showcase your business via case study and/or special offer for Conference & Exhibition delegates. (There is no additional cost to participate).

Select the images below to view 2017, 2018 and/or 2019 Sponsor & Exhibitor e-Mags



Complimentary  
to ALL Exhibitors  
at the 2021 Fleet  
Conference &  
Exhibition

## Introducing Exhibitor Lead Management Solution

Lead Management is the process by which exhibitors scan the bar code or QR code on an attendee's name badge when they visit the exhibitor's stand.

In addition to being able to scan a bar code or QR code on an attendee's badge to capture their demographic details, Exhibitor Lead Management also offers:

Custom profile or marketing questions that can be asked during the lead collection process. Every exhibitor can write and use their own custom profile questions

Automated thank you emails that are sent to the attendee immediately after they visit the exhibitor's stand

PDF or other document attachments that are included in the thank you email – perfect for show special offers or other marketing materials

Alert emails containing the attendee details that were just collected are sent automatically to one or more assigned parties

Geographic lead distribution displays in a graphical world map (Exhibitor Portal)

Lead details export to a spreadsheet for use in a CRM or other sales follow up process (Exhibitor Portal)



# Exhibition Hall Opening Hours

19 May (Wednesday)

Exhibitor Bump-In. Starts from 2.00pm until 6.00pm.

20 May (Thursday)

Exhibition Hall will be closed until start of morning tea break. Exact time to be confirmed.

20 May (Thursday)

Start of morning tea, the Exhibition Hall will be officially open for both Exhibitors & Delegates and remain open until 5.30pm.

21 May (Friday)

Exhibition Hall will be open from 8.00am until 4.00pm, when the bump out process begins.

\*Subject to change closer to the event. Vehicles exhibitors will be provided with custom bump in and bump out times.

**Bump-In and Bump-Out times and regulations must be strictly adhered to. This is an OHS requirement and there will be no exceptions.**



# Standard Booth Information

## PRICING (excludes GST)

Standard Booth	3m x 2m	Member \$5,250 Non Member \$6,300
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## BOOTH INCLUSIONS & OPTIONS

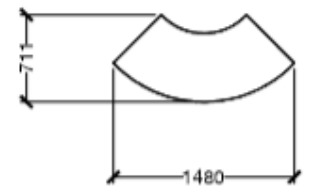
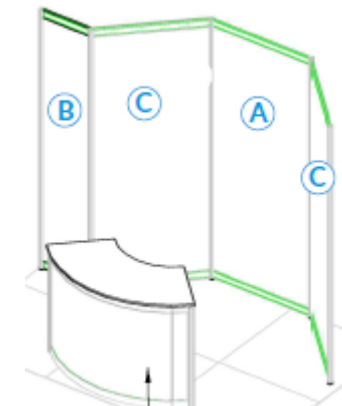
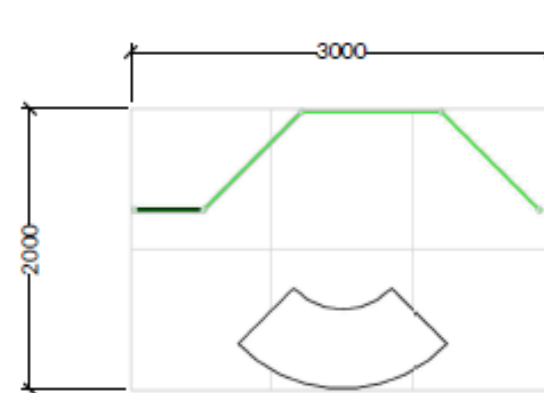
<b>Back WALL Only</b> (3 Panels & 1 Facia Panel)	Included White wall 3m long x 2.5m high.
<b>FASCIA Graphic</b>	Included 1x Graphic printer vertical fascia sign (panel B)
<b>COUNTER Graphic</b>	Included Graphic printed counter front included.
<b>POWER</b>	Included 1 x 4 amp power point
<b>FURNITURE</b>	Included x 1 Poly Vogue Stool per exhibitor (as illustrated) Included 1x Small Curved Counter (as illustrated)
<b>FLOORING</b>	<b>Venue Carpet Only - No other flooring included</b>
<b>WALL PANEL Graphics</b>	The wall is made out of 3 separate panels – the <b>middle panel (A) graphic is included in your package</b> (the side panel (C) graphics can be purchased at the additional cost)
<b>DATA CAPTURE &amp; LEAD GENERATION TOOL</b>	Exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).
<b>ACCESS</b>	Full access to the Conference & Exhibition and Dinner for three employee representatives. Additional Exhibitors are available to be purchased (please refer to booking form)



1 x Standard Booth



1 x Poly Vogue Stool Included.  
\*Colour may vary



1 x Counter & front panel graphics Included.

Please note: Graphics included for panel A and B only plus counter front panel.



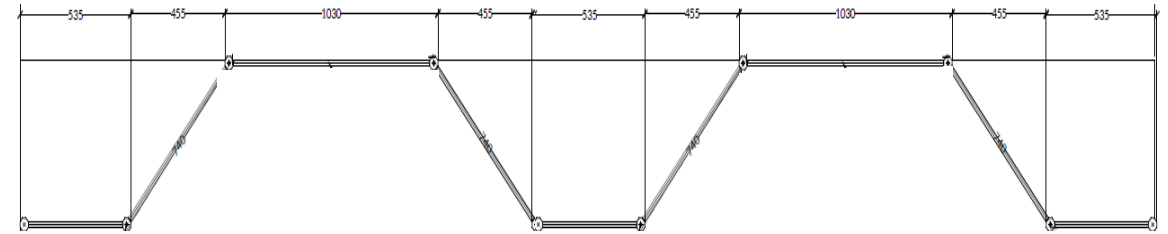
# Double Booth Information

## PRICING (excludes GST)

Standard Booth	6m x 2m	Member \$9,500 Non-Member \$10,800
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## BOOTH INCLUSIONS & OPTIONS

<b>Back WALL Only</b> (6 Panels & 3 Facia Panel)	Included White wall 6m long x 2.5m high.
<b>FASCIA Graphic</b>	Included 3 x Graphic printer vertical fascia sign.
<b>COUNTER Graphic</b>	Included 1 x Graphic printed counter front included.
<b>POWER</b>	Included 1 x 4 amp power point
<b>FURNITURE</b>	Included x 1 Poly Vogue Stool per exhibitor Included 1x Small Curved Counter
<b>FLOORING</b>	<b>Venue Carpet Only - No other flooring included</b>
<b>WALL PANEL Graphics</b>	The wall is made out of 6 wall panels and 3 facia panels – <b>the 2 x middle wall panel graphics are included in your package</b> Graphics for the remaining 4 side panels can be purchased for an additional fee
<b>DATA CAPTURE &amp; LEAD GENERATION TOOL</b>	Exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).
<b>ACCESS</b>	Full access to the Conference & Exhibition and Dinner for three employee representatives. Additional Exhibitors are available to be purchased (please refer to booking form)



1 x Double Booth (6m x 2m)

\*Furniture & graphics illustrated not included.



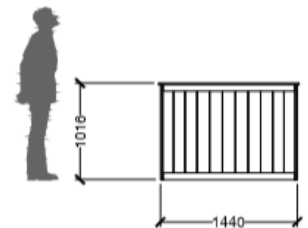
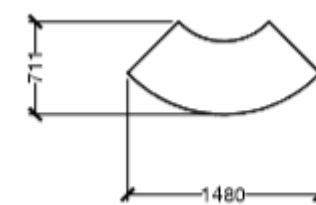
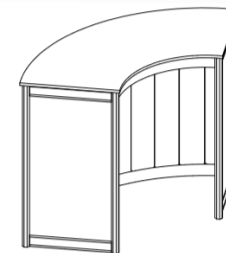
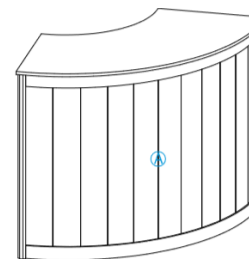
# Car Pod-Vehicle Display Information

## PRICING (excludes GST)

Car Pod	DIMENSIONS	Member \$9,700
	5m x 2.5m	Non Member \$11,300

## DISPLAY STAND/CAR POD INCLUSIONS

SIZE	CAR POD 1.4m x .7m + Car Space 5m x 2.5m
COUNTER	Small curved counter
SIGN	full digital print graphic panel into the front of the car pods
POWER	1 x 4 amp power point
Furniture	1 Poly Vogue Stool per exhibitor
DATA CAPTURE & LEAD GENERATION TOOL	exhibitors will be given access to a dedicated app, allowing you to scan delegate nametag and capture their contact details. At the end of the show, you will be able to log into the app's management portal and download the scanned delegate contact details (excel report).
ACCESS	Full access to the Conference & Exhibition and Dinner for three employee representatives. Additional Exhibitors are available to be purchased (please refer to booking form)



*All materials and displays must be contained within the footprint of the stand. Height restrictions may apply. Failure to adhere to the strict dimensions will result in the removal of items from the venue immediately at the expense of the Exhibitor.*

# Exhibitor Booking Form

Please indicate your preferred Exhibition Package/s, you will be contacted within two business days to confirm your package and an invoice will be sent for a 40% non-refundable deposit or full price, based on your preference. **For more information, please call Monalisa Marin on +61 3 9866 6056 or [monalisa.marin@afma.org.au](mailto:monalisa.marin@afma.org.au)**

**Final Amount due 29 March 2021.**

Preferred Stand Location	1st Preference	2nd Preference	3rd Preference
(Please refer to the Floor plan on page 16)			

Stand Pricing & Registration Options				
Stand Options	Size	Member Price (Exc. GST)	Non-Member Price (Exc. GST)	Indicate Price Below
Vehicle Display	2.5m x 5m	\$9,700	\$11,300	
Double	6m x 2m	\$9,500	\$10,800	
Standard	3m x 2m	\$5,250	\$6,300	

Additional Delegate Options (EXHIBITOR'S EMPLOYEES ONLY)		No. of tickets required
Full Conference & Exhibition Access – 2 Days Attendance	\$600 per person plus GST	
Full Conference & Exhibition Access – 2 Day Attendance including Dinner	\$800 per person plus GST	

## Acknowledgement of Terms & Conditions

I, \_\_\_\_\_ hereby acknowledge and understand the full terms and conditions for the Australasian Fleet Conference and Exhibition to be held on 7 and 21 May 2020.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Exhibitor Details

Name:	
Title:	
Organisation:	
Mailing Address:	
Email:	
Mobile:	Land Line:

# Terms & Conditions

## PAYMENT AND ALLOCATION

- Stands & Sponsorships will be allocated in order of receipt of signed emailed booking forms. When making your booking, please provide your three preferred stand locations. Once your form has been received, you will be contacted within two working days to confirm your exhibitor stand.
- On confirmation, a non-refundable 40% deposit is required within 30 days. If this payment is not received by the due date, your reservation will be cancelled.
- Deadline for cancellation on confirmed stands is **15 February 2021**. Cancellations received after this date will not be accepted and the exhibiting organisation will be responsible for the full amount of the stand package.
- Full payment is required by **29 March 2021**. If payment is not received by this date, AfMA reserves the right to resell the stand and cancel all entitlements included in the package.

## MARKETING AND PROMOTION

- All uses of the AfMA logo and conference artwork in your promotional material or in any other form is subject to approval by AfMA prior to publication.
- Exhibitor logos must be provided as EPS files immediately in colour and black & white versions for use in print and online media. Any restrictions on the use of logos should be included with artwork files. Every attempt will be made to gain approval of artwork prior to publication, however non-response will be treated as acceptance of artwork.
- Inclusion of Exhibitor/Sponsor logos on printed materials is subject to receipt of logos prior to print deadlines. Online materials will be updated by AfMA in a timely manner.
- In order to participate content/artwork must be provided within 7 days from sign-up and no later than 31st of March 2021. The exhibitor e-Mag will be published on the 1st February with the content available and continue to be updated with new content on weekly basis until 31 March 2021.
- Delegate Bag Item must be a branded inclusion and be provided to AfMA no later than the **1 May 2021**.
- Videos of the 2019 C&E will feature 2019 sponsors until such time as 2021 sponsorship have been allocated.

## STAND AREA AND VEHICLE DISPLAY

- All materials and displays must be contained within the footprint of the stand. Height restrictions may apply. Failure to adhere to the strict dimensions will result in the removal of items from the

venue immediately at the expense of the Exhibitor.

- The floor plan is subject to change. Should that occur, previous bookings will be given first option to change their booking. Loading & weight restrictions as dictated by the Melbourne Convention and Exhibition Centre (MCEC) may affect vehicle positioning within the venue.
- AfMA assumes no responsibility for damage or injury which happens as a result of vehicle display. Exhibitors displaying vehicles will be required to sign a waiver prior to the vehicles being accepted by the Melbourne Convention and Exhibition Centre (MCEC).
- Bump-In and Bump-Out times and regulations must be strictly adhered to. The Bump-In and Bump-Out fee for vehicle displays charged by the venue is \$950 (excl. GST) and is INCLUDED in the Exhibitor & Sponsorship packages.
- On Day 1 the Exhibition floor will be closed until start of morning tea.

## COMPETITIONS AND DOOR PRIZES

- Door Prizes are permitted on the Exhibitor stand. If you choose to offer a door prize it is suggested, you consider a choice of a donation to a charity as many government employees are unable to accept prizes/gifts. It is the sole responsibility of the Exhibitor to promote, collect entries and locate the winner.
- The Conference program will provide an opportunity for all Sponsors and Exhibitors to announce winners at the end of the final plenary on each day. This is not a draw but merely an announcement. It is also suggested winners are contacted personally.
- All door prizes are able to be stored within the AfMA Organisers Office at the Melbourne Convention and Exhibition Centre (MCEC).
- Competition Entries for **Prizes are STRICTLY Conference Delegates Only**. No Sponsor, Exhibitor or Supplier can enter any competition or door prize throughout the Exhibition, any such entry shall be removed.