

Planning Institute Australia

PLANNING

CONGRESS 2019

15 – 17 May
GOLD COAST
CONVENTION CENTRE

SPONSORSHIP & EXHIBITION
PROSPECTUS



YPCONNECT
YOUNG PLANNERS



PLANNING INSTITUTE OF AUSTRALIA
NATIONAL AWARDS FOR PLANNING EXCELLENCE 2019

Proud Platinum Sponsors



MESSAGE FROM THE CEO

Planning is part of our every day, whether we live in the big cities, the regional towns or the Outback.

Planners make decisions on our behalf daily. They ensure our land and resources are used efficiently, sustainably and for the greater good.

Planners inform and advise governments on how to create better places to live work and play through clever design and targeted investments in housing, transport, employment, social and environmental infrastructure.

The collective national voice of planners, and the planning profession, is the Planning Institute of Australia, and engage with over 10,000 planners each year.

And each year, PIA stages the single biggest gathering in one venue of planners working in government, academia, and the private and not-for-profit sectors.

In 2019, PIA's annual National Planning Congress will be staged on the Gold Coast.

Beginning with the National Awards for Planning Excellence on Wednesday 15 May, and extending over the next two days, #PIACongress19 will

feature leading national and international experts and practitioners discussing how we, as a nation, respond to the challenges affecting us in our daily lives at home and in the workplace.

Study tours, workshops, interactive sessions and networking social events will also be part of the #PIACongress19 experience.

For people and companies working in the built-environment sector – be it urban and regional planning, land development, urban design, transport planning, economic development, environmental sustainability and social planning – #PIACongress19 is the ideal event to promote new ideas, products and projects, and to share information and to network with peers.

PIA's Congress partners can deliver their message direct to an audience that includes not just dedicated planning professionals but key decision-makers in the development sector and in local and state government.

PIA offers sponsorship arrangements to meet most needs and budgets and we welcome you to join us on the Gold Coast

David Williams
CEO

ABOUT PIA

Planners shape the world and communities in which we live and interact.

At the Planning Institute of Australia (PIA) we believe that good planning has the power to improve people's lives. We live this by advocating for good planning to decision makers and demonstrating how planning can achieve a positive difference to people's lives and their communities.

PIA nurtures and supports the development of high quality planning professionals through education and comprehensive professional development so that they can deliver good planning outcomes. PIA is the national voice for planning and the planning profession with over 5,200 members nationally.

PLANNING
CONGRESS 2019

CONGRESS DETAILS

Congress Venue:	Gold Coast Exhibition and Convention Centre 2684 – 2690 Gold Coast Highway Broadbeach
Congress Dates:	Wednesday 15 May – Friday 17 May 2019 Wednesday 15 May – Bump In Exhibition / Study Tours / National Awards for Planning Excellence and Congress Welcome Function Thursday 16 May – Full Day Congress / Free Evening Friday 17 May – Full Day Congress / Gala Dinner
Congress Website:	www.piacongress19.com.au
Congress Hashtag:	#PIACongress19
Congress Sponsorship:	Please contact Karen Lock, Sponsor Relationship Manager karen.lock@planning.org.au or 02 6262 5933

THE KEY BENEFITS OF SPONSORSHIP

The goal of our sponsorship packages are to establish long term relationships with our sponsors, which is why we offer packages that ensure they gain optimal branding, exposure and networking opportunities.

Why Sponsor?

- Strengthens your market position through continual branding and networking opportunities with high level decision-makers in your target market
- Enhance your company profile and build goodwill
- Utilise the extensive marketing campaign used for the Congress to assist in reaching your company's marketing goals within budget
- Allows you to reach important targeted commercial prospects face to face in a social, relaxed environment
- Recruit and retain staff. Position your organisation as an employer of choice for planners by supporting PIA as their professional body
- Professional Development for staff. Use Congress registrations to provide PD opportunities for your staff with included registrations

WHO WILL YOU CONNECT WITH?

#PIACongress19 will attract 600+ dedicated planning professionals from across Australia. If you are looking to build and develop relationships with professionals working directly in this sector then this Congress is the place to be:

- PIA Members (current membership 5,200+)
- Urban and regional planners in the public and private sectors
- Federal, State, and Local Government agencies
- Non-PIA members
- Development companies / developers
- Specialised planners including: transport planners, social planners, environmental planners, urban designers and economic development professionals
- Planning decision makers
- Allied professionals
- Academic Institutions and students
- Major employers of planners across all sectors
- Young Planners



MARKETING AND COMMUNICATION STRATEGY

#PIACongress19's marketing and communication efforts will create maximum awareness and position the Congress as the must-attend event for this profession. It will combine and integrate the following aspects:

- Website – used as a pivotal marketing tool. This provides the key source of information about the Congress and is updated and refreshed to reflect the latest news
- Direct marketing – frequent email blasts will go direct to the PIA database of 20,000+ planning and allied planning professionals with updates on general information, latest news, key dates, program and speaker details
- Social media – will be used to create excitement around the event and speakers across all mediums
- Congress App - with a significant focus on 'going green', the App will be used before, during, and after the event to promote Congress, provide networking opportunities, and disseminate content.

PREVIOUS PREMIUM SPONSORS:

Platinum:

2018: Urbis and City of Swan

2017: Urbis and City of Parramatta.

2016: Department of Infrastructure, Local Government and Planning (QLD), Brisbane City Council,

2015: Department of Environment, Land, Water and Planning (VIC), ACT Government

Gold:

2018: City of Perth, LandCorp, Planning Solutions, NSW Department of Planning and Environment

2017: NSW Planning and Environment, UrbanGrowth NSW, JBA, Campbelltown City Council,

2016: Tract Consultants, AECOM, City of Gold Coast, City of Townsville,

2015: Tract Consultants, Urbis, VicTrack, University of Melbourne, Heart Foundation

Silver:

2018: WA Planning Commission, Satterley, Hames Sharley

2017: Walker

2016: APA Group, City of Ipswich, Sunshine Coast Council, Mackay Regional Council,

2015: The Village Building Company, VicTrack

CONGRESS SPONSORSHIP OPPORTUNITIES AT A GLANCE

Sponsorship Opportunity	Number Available	Price (Excluding GST)	Page Number
Platinum	3	\$25,000	6
Gold	4	\$15,000	7
Silver	4	\$10,000	8
Gala Dinner	1	\$15,000	9
Welcome Function	1	\$10,000	10
Fellows Dinner	1	\$5,000	10
Barista Cart	1	\$10,000	11
Congress App	1	\$8,000	11
Delegate Lanyard	1	\$7,500	12
Delegate Satchel	1	\$7,500	12
Afternoon Ice cream Station	1	\$7,500	13
Refreshment Breaks - Thursday	1	\$2,500	13
Lunch Thursday	1	\$2,500	14
Refreshment Breaks - Friday	1	\$2,500	14
Lunch Friday	1	\$2,500	14
Exhibition Booths	Multiple	\$4,750	15

NATIONAL AWARDS FOR PLANNING EXCELLENCE SPONSORSHIP OPPORTUNITIES AT A GLANCE

Sponsorship Opportunities	Number Available	Price (Excluding GST)	Page Number
Principal Sponsor	1	\$15,000	16
Category Sponsors	10	\$3,500	17

Platinum Sponsors

\$25,000 + GST

- Opportunity to have a key staff member sit on the program committee either, in an advisory role, or active working role (at your discretion) to assist theming and developing the program and study tour content.
- Platinum sponsors will be credited with a 'Platinum Sponsor' badge wherever Congress logo appears on marketing collateral.
- 1-minute sponsor welcome video at the start of each day
- Opportunity to 'run' a session to showcase projects on the Gold Coast – to be held on Wednesday
- Six (6) Full Sponsor Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- 1 x Exhibition booth in trade area - including an additional two (2) Full Sponsor Registrations
*Exhibition booth must have the same 2 staff members in attendance on both days – not transferable.
- 15% discount off any additional Congress tickets or social functions purchased over and above the allocated benefit tickets.
- Exclusive 1 hour 'Roundtable session' with a keynote speaker at Congress venue or close by. This would entitle you to invite clients or staff to an hour session with designated keynote speaker (TBC). Maximum 20 people for a 2-hour session. Date to be determined.
- Keynote plenary session branded with sponsor logo
- 'Spotlight on '.....'' – published article or video on the sponsor's selected topic to highlight (eg major projects) to be distributed via PIA Congress marketing, PIA website, social media channels (Twitter, Facebook, LinkedIn) and monthly national E-news publication. Suggest this co-branded piece also go out via your organisation's channels at the same time
- Logo inclusion in every electronic direct mail piece
- Premium placement of logo in animated sponsor video to be played at beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Premium placement of logo on website with hyperlink to own website
- Recognition on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Proud
Platinum
Sponsors



Gold Sponsors

\$15,000 + GST

- Four (4) Full Sponsor Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- 1 x Exhibition booth in trade area - including two (2) Exhibitor Registrations (do not include social functions). *Exhibition booth must have the same 2 staff members in attendance on both days – not transferable.
- 15% discount off any additional Congress tickets or social functions purchased over and above the allocated benefit tickets.
- Concurrent session branded with sponsor logo
- 'Spotlight on '.....' – published article or video on the sponsor's selected topic to highlight (e.g. major projects) to be distributed via PIA Congress marketing, PIA website, social media channels (Twitter, Facebook, LinkedIn) and monthly national E-news publication. Suggest this co-branded piece also go out via your organisation's channels at the same time)
- Logo inclusion in every electronic direct mail piece
- Premium placement of logo in animated sponsor video to be played at beginning of each session
- Page on Congress App - including website hyperlink and lead management system
- Premium placement of logo on website with hyperlink to own website
- Recognition on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Proud Gold Sponsors

CITY OF
GOLDCOAST™



Planning &
Environment

ONLY 2 LEFT!

Silver Sponsors

\$10,000 + GST

- Two (2) Full Sponsor Registrations – includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- 1 x Exhibition booth in trade area - including two (2) Exhibitor Registrations – (do not include social functions). *Exhibition booth must have the same 2 staff members in attendance on both days – not transferable.
- 15% discount off any additional Congress tickets or social functions purchased over and above the allocated benefit tickets.
- Concurrent session branded with sponsor logo
- Logo inclusion in every electronic mail piece
- Premium placement of logo in animated sponsor video to be played at beginning of each session
- Page on Congress App - including website hyperlink and lead management system
- Premium placement of logo on website with hyperlink to own website
- Recognition on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Proud Silver Sponsors



ONLY 3 LEFT!

Gala Dinner

\$15,000 + GST

- Gala Dinner 'proudly sponsored by ...' naming rights
- One (1) VIP table of 10 at the Gala Dinner
- One (1) Full Sponsor Registration - includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- 1 x Exhibition booth in trade area - including two (2) Exhibitor Registrations (do not include social functions). *Exhibition booth must have the same 2 staff members in attendance on both days – not transferable.
- A five (5) minute sponsor speech opportunity at the Gala Dinner
- Opportunity to brand venue as deemed appropriate
- 15% discount off any additional Congress tickets or social functions purchased over and above the allocated benefit tickets.
- Inclusion of logo on animated sponsor video to be played at the beginning of each Congress session
- Page on Congress App - including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Recognition in Congress marketing / sponsors recognition board
- Recognition on printed collateral as Gala Dinner sponsor
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Welcome Function

\$10,000 + GST

- 'Welcome Function proudly sponsored by' naming rights
- Ten (10) Welcome / National Awards for Planning Excellence tickets
- One (1) Full Sponsor Registration – this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- A five (5) minute sponsor speech opportunity at the Welcome
- Opportunity to brand venue as deemed appropriate
- 15% discount off any additional Congress tickets or social functions purchased over and above the allocated benefit tickets.
- Premium placement of logo in animated sponsor video to be played at beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Premium placement of logo on website with hyperlink to own website
- Recognition on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Fellows Dinner

\$5,000 + GST

- Two x 2 Day Sponsor Registration (2 tickets)
- 1 x Fellows Dinner ticket (includes 1 x management staff member)
- A two (2) minute speaking opportunity at Dinner
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Option to theme Fellows Dinner as deemed appropriate
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Proudly Sponsored by:



Planning &
Environment

SOLD

Barista Cart

\$10,000 + GST

- One (1) Full Congress Registration – this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- 1 x Exhibition booth in trade area - including two (2) Exhibitor Registrations (do not include social functions) *Exhibition booth must have the same 2 staff members in attendance on both days – not transferable.
- Opportunity to brand Barista area as deemed appropriate
- Additional opportunity to supply branding logo on 'keep cups'
- 15% discount off any additional Congress tickets or social functions purchased over and above the allocated benefit tickets
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Recognition on printed collateral as Barista Cart sponsor
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Congress App

\$8,000 + GST

- Branding rights on Congress App
- One (1) Full Sponsor Registration – this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- 15% discount off any additional Congress tickets or social functions purchased over and above the allocated benefit tickets.
- Placement of logo in animated sponsor video to be played at beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Placement of logo on website with hyperlink to own website
- Recognition on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Delegate Lanyard

\$7,500 + GST

- One (1) Full Congress Registration - this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- Logo placement on all delegate lanyards
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Delegate Satchel

\$7,500 + GST

- One (1) Full Congress Registration - this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- Logo placement on all delegate satchels
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress



Afternoon Ice Cream Station

\$7,500 + GST

- One (1) Full Congress Registration - this includes the Welcome Function and National Awards for Planning Excellence and the Gala Dinner.
- Logo placement on ice cream cart
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Refreshment Breaks – Thursday

\$2,500 + GST

- One (1) Day (Thursday) Sponsor Registrations (do not include social functions)
- Opportunity to brand refreshment breaks as deemed appropriate
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Lunch – Thursday

\$2,500 + GST

- One (1) Day (Thursday) Sponsor Registrations (do not include social functions)
- Opportunity to brand lunch breaks as deemed appropriate
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Refreshment Breaks – Friday

\$2,500 + GST

- One (1) Day (Friday) Sponsor Registrations (do not include social functions)
- Opportunity to brand refreshment breaks as deemed appropriate
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Lunch – Friday

\$2,500 + GST

- One (1) Day (Friday) Sponsor Registrations (do not include social functions)
- Inclusion of logo on animated sponsor video to be played at the beginning of each session
- Opportunity to brand refreshment breaks as deemed appropriate
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Delegate list (in accordance to Australian privacy laws) prior to Congress

EXHIBITION

\$4,750 + GST

The Planning Institute of Australia's trade exhibition is the perfect opportunity to engage with delegates, speakers and other sponsors in an informal professional atmosphere. High visibility of your organisation during meal breaks ensures optimum networking and business opportunities throughout Congress.

- Single pod exhibition booth in trade area
 - 2 x Exhibitor Registrations (no social functions included)
 - Inclusion of logo on animated sponsor video to be played at the beginning of each session
 - Page on Congress App – including website hyperlink and lead management system
 - Logo placement and company profile with web link on Congress website
 - Logo on Congress Sponsor board Delegate list (in accordance to Australian privacy laws) prior to Congress
- * Pod booth includes 1 printed panel (centre panel), two stools, brochure stand, dry bar, spotlight, power point and one panel will be printed with artwork provided by individual sponsors. Remaining 2 panels can be printed at exhibitors own cost (\$240 + GST per panel)

No individual banners allowed



NATIONAL AWARDS FOR PLANNING EXCELLENCE



PLANNING INSTITUTE OF AUSTRALIA
NATIONAL AWARDS FOR PLANNING EXCELLENCE 2019

The annual PIA Awards for Planning Excellence demonstrate leading practice, leadership and achievement in planning and the planning profession. The Awards recognise excellence and showcase leading practice across a range of planning disciplines and sectors.

The National Awards for Planning Excellence are a chance to recognise, celebrate, and reward the best in planning, and as a sponsor of this prestigious event or award category, your organisation will gain optimal branding, exposure and showcase dedication to the profession.

Principal Sponsor

\$20,000 + GST

SOLD

- Two (2) Full Sponsor Registrations for Planning Excellence and Welcome Function and National Awards
- Ten (10) additional National Awards for Planning Excellence and Welcome Function tickets
- One (1) x Category Naming Rights – Planning Champion
- Naming Rights of “Planning Champion” at all State/Territory events + 2 tickets to attend each event
- 1 x exhibition booth in trade area – including an additional two (2) Exhibitors Registrations. *Exhibition booths must have the same 2 staff members in attendance on both days – not transferable.
- Acknowledgement as Principal Sponsor throughout the event and all marketing leading up to the event
- Five (5) minute speaking opportunity at function or presentation of company video
- Photo opportunity with Award category winner
- Inclusion of logo on animated sponsor video to be played at the beginning of Awards
- Inclusion of logo and company profile in commemorative Awards booklet
- Logo inclusion in every electronic marketing piece
- Inclusion of logo on animated sponsor video to be played at the beginning of each Congress session
- Page on Congress App – including website hyperlink and lead management system
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Recognition on printed collateral as Awards principal sponsor (and category)
- Delegate list (in accordance to Australian privacy laws) prior to Congress

Proudly Sponsored by:



Dedicated to a better Brisbane

Categories

\$3,500 + GST

- One (1) x Category Naming Rights
- Four (4) National Awards for Planning Excellence and Welcome Function tickets
- Inclusion of logo on animated sponsor video to be played at the beginning of Awards and Congress sessions
- Logo inclusion on screen during announcement of category
- Inclusion of logo and company profile in commemorative Awards booklet
- Photo opportunity with Award category winner
- Logo placement and company profile with web link on Congress website
- Logo on Congress Sponsor board
- Recognition in glossy printed Award Booklet as Awards sponsor
- Delegate list (in accordance to Australian privacy laws) prior to Congress

AWARD CATEGORIES

1. Improving Planning Processes and Practices Award
2. Hard Won Victory Award
3. Public Engagement and Community Planning Award
4. Great Place Award
5. From Plan to Place Award
6. Outstanding Student Award
7. Best Planning Ideas - Small Project
8. Best Planning Ideas - Large Project
9. Cutting Edge Research and Teaching Award
10. Planning Champion Award – Reserved for Principal Awards Sponsor
11. Young Planner of the Year – PIA is Sponsor
12. Planner of the Year Award – PIA is Sponsor

APPLICATION

Upon confirmation of your sponsorship package via email, confirmation of your application will be forwarded to you in the form of a confirmation letter outlining the agreement, together with the appropriate invoice.

The Congress Secretariat will hold the confirmed sponsorship items on your behalf for 30 days after the date of the invoice. If the payment is not received by the required date, then the application will be automatically cancelled.

Sponsorship items will be sold on a first-come, first-served basis. Full payment must be made within thirty (30) days from the date of invoice.

Marketing and inclusion of your logo and all other benefits will not proceed until payment has been received in full. Logo inclusion is subject to printing and production deadlines.

Please contact Karen Lock, Sponsorship Relationship Manager on karen.lock@planning.org.au or 02 6262 5933 for further information.

All applicants are subject to approval from the Congress Organising Committee

Conditions of Payment

Final payment is due within 30 days of invoice being issued, or no later than Friday 29 March 2019, whichever is earliest.

All payments must be made in AUD in the form of Electronic Funds Transfer (bank details will be supplied on your tax invoice issued with confirmation).

The Congress will not be responsible for paying any bank fees charged for the transfer. Please ensure that all bank fees are covered in the transfer amount.

Terms and Conditions

1. Congress reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximize sponsor benefits as well as delegates' experience.
2. Congress reserves the right to vary the quoted prices in accordance with any change to the legislated rate of the GST which is currently 10% and is applicable to all goods and services offered by the conference. All prices
3. All sponsorship will only be confirmed upon issue of the confirmation letter. A tax invoice will be issued by PIA
4. Cancellation will be considered only if the following conditions are complied with:
 - The request for cancellation is submitted in writing
 - The request is received at least six months prior to the Congress commencing
 - That the sponsor agrees that the PIA shall retain 10% of the contract price if the cancellation is accepted more than six months before the Congress commences, 50% of the contract price if the cancellation is accepted less than six months before the Congress commences and 100% of the contract price if the cancellation is accepted less than three months before the Congress commences.