

# 2006 National Local Roads and Transport Congress

As the Australian Local Government Association's premier Roads and Transport event, the National Local Roads and Transport Congress brings together over 400 congress participants representing Australia's 675 local governments. In so doing, the event provides companies, government and community agencies with access to Australia's local government leaders. The event provides an opportunity to strengthen your profile, increase sales and provide information to local government right across the country.

Further information on the National Local Roads and Transport Congress can be found at [www.alga.asn.au/policy/transport/congress/](http://www.alga.asn.au/policy/transport/congress/)

## **Australian Local Government Association**

The Australian Local Government Association is the national peak body for the local government sphere in Australia. As such, it is the national advocate of local government, initiates policy development on national issues and coordinates and implements liaison activities with the seven state and territory associations and the government of the Australian Capital Territory.

Further information about National General Assembly can be found at [www.alga.asn.au](http://www.alga.asn.au)

# 2006 Congress Expo

## Expo Space Costs

3m x 2m stand \$3,300 (incl. GST)

### Included in the expo space is\*:-

- Standard booth unit measuring 3m x 2m in a velcro compatible fabric
- Company name on fascia board
- Two spot lights per stand
- One power point per stand
- Company profile listing in the Program Handbook
- Complimentary morning/afternoon teas and lunches for two representatives
- Two complimentary tickets to the Welcome Cocktail function on the Sunday evening
- One complimentary ticket to the Congress dinner
- One Congress satchel

*\* Subject to unforeseen changes in the provision of standard booth requirements.*

# 2006 Congress Expo

## Exhibit Hours

Sunday, 9 July	5:30 pm – 7:00 pm
Monday, 10 July	8:00 am – 3:30 pm
Tuesday, 11 July	8:00 am – 5:00 pm

## Set up

Sunday, 9 July	12:00 noon – 4:30 pm
----------------	----------------------

## Pack down

Tuesday, 5 July	3:30 pm – 5:30 pm
-----------------	-------------------

## Roads Congress Expo information

Elizabeth Medley  
Conference Logistics  
PO Box 201  
DEAKIN WEST ACT 2601

Ph: (02) 6281 6624  
Fax: (02) 6285 1336  
Email: [conference@conlog.com.au](mailto:conference@conlog.com.au)

## Congress information

Katie Whitehead  
Director National Events & International Liaison  
ALGA  
8 Geils Court  
Deakin ACT 2600

Ph: (02) 6122 9436  
Fax: (02) 6122 9401  
Email: [katie.whitehead@alga.asn.au](mailto:katie.whitehead@alga.asn.au)

# Benefits of Exhibiting

## **As an exhibitor, you will ...**

- Network with key decision makers within local government
- Network with government departments, business and industry organisations exhibiting
- Introduce new and established products and services
- Gain national exposure
- Build your organisation's profile in the local government sphere

## **Traffic Opportunities**

- Opening of the Roads Congress Exhibition on Sunday evening during the Welcoming Reception
- Arrival tea and coffee on Monday and Tuesday
- Tea breaks on Monday and Tuesday
- Lunch on Monday and Tuesday

## **How to attract attention...**

Be creative! To attract delegates to your booth, have you thought of...?

- Raffles and other opportunities to provide product give-aways
- Product samples
- Show bags
- Mini-golf practice
- Ski machine
- e-interactive and other hands on displays
- Balloons, hats, and other recreational apparel or novelties with corporate logos to give away

# Other Opportunities

You may wish to consider the following additional opportunities for involvement in the National Local Roads and Transport Congress 2006.

## **Welcome Reception and Exhibition Opening - \$15,000 (+gst)**

The Welcome Reception will be held in the Exhibition Hall of the Alice Springs Convention Centre on Sunday evening from 5:30-7:00pm, following the official opening of the Congress Expo.

As the first official function of the National Local Roads and Transport Congress, it provides your company with the opportunity to deliver the first corporate message of the event.

In addition, having this exposure early in the event gives you the opportunity to not only stand out from the other exhibitors in the Congress Expo, but to promote visitation to your booth from the first instance.

ALGA will work with you to produce a creative and novel way for your company to attract attention and ensure that this is an entertaining and successful evening.

### **Package includes:**

- Badging rights to the function and corporate banner displayed prominently at the venue
- Opportunity to welcome Congress delegates
- Opportunity to provide apparel for venue staff to wear during the function
- Two complimentary registrations to the National Local Roads and Transport Congress including social functions
- Inclusion of corporate brochure (maximum size A4) in delegate satchel
- One full page colour advertisement in Program Handbook (artwork to be supplied)
- Company acknowledgement as a sponsor in the Program Handbook
- Verbal acknowledgement at the Congress opening and closing
- Corporate logo on ALGA website and link to corporate website

## **Congress Dinner - \$20,000 (+gst)**

The Congress dinner will be held at Ooraminna Bush Camp at Deepwell Station on Monday 10 July at 5:30-10:00pm.

Deepwell Station is a cattle property some 2,500km<sup>2</sup> in size and provides a distinctive experience for delegates to mingle in a central Australia bush setting. A special star gazing session will also be held prior to dinner being served.

As the sponsor of the official Congress dinner, your company will be seen by delegates as a major supporter of the Congress and local government. ALGA will work with you to produce a creative and novel way to promote your company profile and business in line with the bush camp theme.

### **Package includes:**

- Badging rights to the Bush Camp dinner including
  - prominent display of company signage at venue
  - opportunity to provide apparel for venue staff to wear during the function
- Opportunity to welcome Congress delegates
- Two complimentary registrations to the National Local Roads and Transport Congress including social functions
- Standard expo booth (refer expo details listed in this document)
- Inclusion of corporate brochure (maximum size A4) in delegate satchel
- One full page colour advertisement in Program Handbook (artwork to be supplied)
- Company acknowledgement as a sponsor in the Program Handbook
- Verbal acknowledgement at the Congress opening and closing
- Corporate logo on ALGA website and link to corporate website

## **Delegate Satchel \$10,000**

The Congress satchel is a high profile item that delegates keep long after the Congress is over.

### **Package includes:**

- Company name/logo on satchel
- Inclusion of corporate brochure (maximum size A4) in delegate satchel
- Two complimentary Congress registrations including social functions
- One half page colour advertisement in the Program Handbook (artwork to be supplied)
- Company acknowledgement in the Handbook
- Corporate logo on ALGA website and link to corporate website

# Other Opportunities

## **Delegate Apparel - \$5,000 (+gst)**

Walking between the hotels and conference venue, during outdoor functions and after the National Local Roads and Transport Congress on the golf courses, beaches and walking trails of Australia, your apparel will be recognised throughout the country, providing corporate recognition for years to come. Make your contribution to the National Local Roads and Transport Congress trendy and practical.

### **Suggestions**

- Hats/caps
- Shirts

## **On the Buses - \$5,000 (+gst)**

Delegates will be shuttled between venues, including the long drive to the Congress Dinner at the Ooraminna Bush Camp (45 minutes driving one way). You have the opportunity to get noticed during these bus trips – provide apparel for the drivers, signage and corporate messages on the buses, give-aways left on the seats. The opportunity is limited only by your imagination!

## **Food and Beverage Breaks**

Regular meal breaks are a major draw for Roads Congress attendees and provide you with prime opportunities to have direct contact with key local government decision makers, generate traffic to your Expo booth, and increase overall prominence within the Roads Congress Expo.

**Tea breaks - \$1,000 (+gst)**

**Lunch breaks - \$3,000 (+gst)**

The morning teas and lunches can be purchased individually or bought as one package.

# Other Opportunities

## **Accompanying Persons Program**

Persons accompanying the National Local Roads and Transport Congress delegates will be taking part in a social program running over the two days of the event. They will be engaging in activities including visits to popular Alice Springs tourist destinations as well as the surrounding area.

## **Advertising and Stationery Supplies**

Satchel enclosures, advertising in the National Local Roads and Transport Congress publications, website links and pens and notepads can all be used to highlight your corporate identification. (Please refer to next page for further information)

## **Custom Made Sponsorships**

ALGA invites you to discuss other opportunities that go beyond those outlined here and may be custom designed by ALGA and your company to individually tailor ways to demonstrate your product and/or services.

**The donation of prizes for Expo draws is also welcomed.**

**Plan Ahead for 2007!**

Keep opportunities in mind as you plan your annual budget. For further information, contact ALGA on (02) 6122 9422.

# Advertising Opportunities

## National Local Roads and Transport Congress Handbook

- |                                  |                |
|----------------------------------|----------------|
| • Full page colour advertisement | \$1,500 (+GST) |
| • Half page colour advertisement | \$1,000 (+GST) |
| • Full page mono advertisement   | \$1,200 (+GST) |
| • Half page mono advertisement   | \$700 (+GST)   |

\*artwork supplied

## Satchel Inserts

- |  |                |
|--|----------------|
| • A4 or equivalent                     | \$1,000 (+GST) |
| • Product sample/giveaway              | \$1,400 (+GST) |
| • Notepads printed with corporate logo | \$2,000 (+GST) |
| • Notepads supplied by you             | \$1,400 (+GST) |
| • Pens printed with corporate logo     | \$1,400 (+GST) |
| • Pens supplied by you                 | \$1,000 (+GST) |

## Roads Congress Website

- |  |                |
|--|----------------|
| • Web link to corporate website                    | \$1,000 (+GST) |
| • Web link to corporate website with short profile | \$1,800 (+GST) |

# General Information

<b>Dates:</b>	9-11 July 2006
<b>Venue:</b>	Alice Springs Convention Centre 93 Barrett Drive Alice Springs NT 0870
<b>Audience:</b>	Over 400 conference participants Representing the majority of Australia's 675 local governments
<b>Delegate Registration Fee:</b>	\$660 (early) \$770 (standard)
<b>National Local Roads Congress Convenor:</b>	Australian Local Government Association 8 Geils Court, Deakin, ACT, 2600
<b>Professional Conference Organisers:</b>	Conference Logistics PO Box 201, Deakin West, ACT, 2601
<b>National Local Roads Congress website:</b>	<a href="http://www.alga.asn.au">www.alga.asn.au</a> and follow the links

# Expression of Interest

Yes, I want to be an **Exhibitor** at the 2006 National Local Roads and Transport Congress. Please contact me to discuss opportunities.

Yes, I want to **take up other opportunities** to be involved in the 2006 National Local Roads and Transport Congress. Please contact me to discuss opportunities.

Name of contact: .....

Title: .....

Company/Organisation: .....

Mailing Address: .....

.....

City: ..... State: ..... Postcode: .....

Phone: ..... Fax: .....

Email: .....

For **EXPO ONLY**, please fax this form to Elizabeth Medley at  
Conference Logistics

**EXPO interest – FAX (02) 6285 1336**

For **Sponsorship Opportunities**, please fax this form to David  
Anderson at the Australian Local Government Association

**SPONSORSHIP interest – FAX (02) 6122 9401**