

AUSRAILPLUS

THE ANNUAL CONFERENCE AND EXHIBITION OF THE AUSTRALASIAN RAILWAY ASSOCIATION (ARA)

13-16
November 2023
Sydney

International Convention &
Exhibition Centre



PARTNERSHIP AND EXHIBITION PROSPECTUS

AusRAIL.com

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INVITATION TO PARTNER AT AUSRAIL PLUS

I am pleased to invite you to join us for AusRAIL PLUS in Sydney from Monday 13 November to Thursday 16 November 2023.

AusRAIL PLUS has always been a highlight on the rail industry calendar, and 2023 is set to be bigger and better than ever as we welcome rail leaders from Australia, New Zealand and the world to discuss the achievements, opportunities and emerging trends in our industry.

We are putting together an exciting conference and exhibition to support your networking as part of AusRAIL PLUS, with a range of new features to help you promote your business and leverage new leads.

This is a unique opportunity to showcase your brand as part of a high profile, high impact event created by the rail industry for the rail industry. I encourage you to explore the range of partnership opportunities available for AusRAIL PLUS 2023.

Of course, AusRAIL PLUS will also feature a comprehensive program covering the big issues facing our industry, such as promoting greater use of rail, addressing the skills gap, improving sustainability performance and creating an exceptional customer experience. Our technical streams will also return, providing something for everyone across the three-day program.

I look forward to seeing you in Sydney for AusRAIL PLUS 2023.



Caroline Wilkie

CEO
Australasian Railway Association

ABOUT THE ARA

The Australasian Railway Association (ARA) is the peak body for the rail sector in Australia and New Zealand, and advocates for almost 200 member organisations across the industry.

Our membership covers every aspect of the rail industry, including:

- The passenger and freight operators that keep essential rail services moving
- The track owners, managers and contractors that deliver a safe and efficient rail infrastructure network
- The suppliers, manufacturers and consultants that drive innovation, productivity and efficiency in the rail industry.

AusRAIL is the National Conference of the ARA and is held each year to bring industry together to engage on key issues.



AUSRAIL PLUS AT A GLANCE



**Monday 13 November 2023 –
Thursday 16 November 2023**



**Sydney
International Convention &
Exhibition Centre**



AusRAIL.com



**AusRAIL Partnership and Exhibition
enquiries:**

AusRAIL industry liaison

Thomas Howden

AusRAIL Industry Liaison c/o- MCI Australia

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3 days



**100+
Speakers**



**6 networking
events**



**300+
Exhibitors**



**5,000+
attendees**



**All new
activations**



International Convention and Exhibition Centre

Darling Harbour, Sydney

Tuesday 14 – Thursday 16 November 2023

WHO WILL ATTEND

AusRAIL PLUS attracts key industry leaders and decision makers from across Australia, New Zealand and beyond. Join us to meet with representatives of leading rail organisations and build your network.

Connect with people from across the rail industry

Attendees will include representatives from the following sectors:

- Passenger rail operators
- Freight rail operators
- Heavy haul operators
- Rollingstock manufacturers
- Contractors
- Rail industry suppliers
- Consultants
- Government and industry representatives

Network with key industry decision makers.

Attendees will include rail industry leaders and decision makers, including:

- CEOs
- Senior executives
- Procurement managers
- Technical experts
- Team leaders
- Young rail professionals



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AUSRAIL PLUS 2023 PROGRAM

PRE-EVENT: Monday 13 November

07:00 - 19:00

Exhibitor bump in

17:00 - 19:00

Welcome Drinks

Venue: Sydney International Convention Centre

DAY ONE: Tuesday 14 November 2023

07:15 - 08:30

Women in Rail breakfast

08:00 - 19:30

All day exhibition

10:00 - 16:00

AusRAIL Exhibition Theatre

09:00 - 12:30

Morning Plenary

14:00 - 17:30

Afternoon Technical Session

17:30 - 19:30

Exhibition Networking Drinks

DAY TWO: Wednesday 15 November 2023

07:30 - 08:40

Young Rail Professionals breakfast

08:00 - 17:00

All day exhibition

10:00 - 16:00

AusRAIL Exhibition Theatre

09:00 - 12:30

Morning Plenary

1400 - 1730

Afternoon Technical Session

18:30 - 23:00

Yellow Dinner

DAY THREE: Thursday 16 November 2023

08:00 - 14:00

All day exhibition

10:00 - 14:00

AusRAIL Exhibition Theatre

09:00 - 12:30

Morning Plenary

14:00 - 17:30

Afternoon Technical Session

18:30 - 23:00

Gala Dinner

SOCIAL EVENTS AND NETWORKING

Partner with of our range of social events and networking functions to build your brand presence during AusRAIL PLUS.

Welcome drinks

Monday 13 November, 5pm - 7pm

Get to know AusRAIL PLUS participants before the official program gets underway.

Women In Rail Breakfast

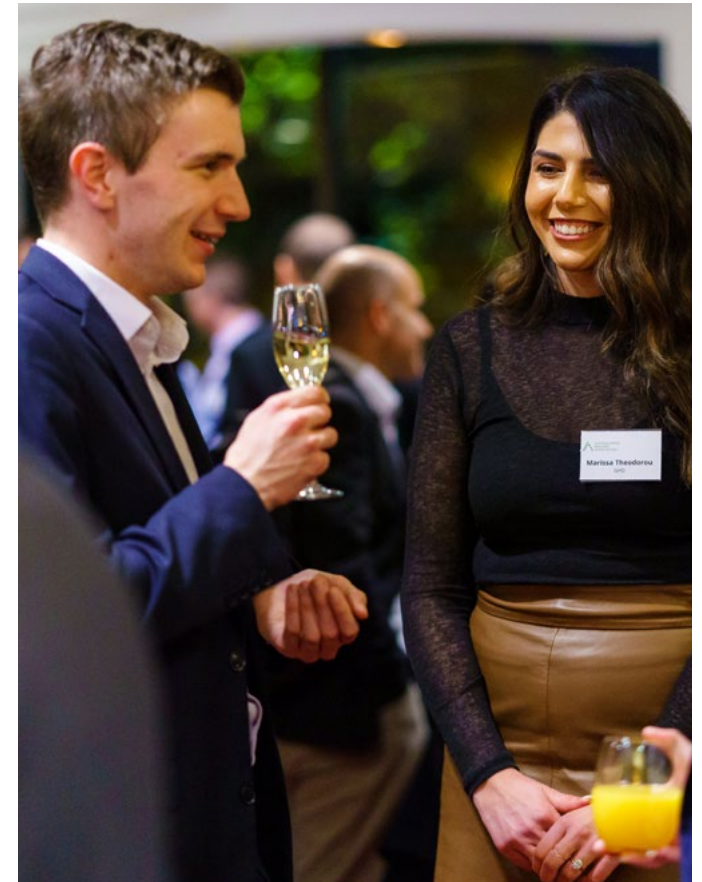
Tuesday 14 November, 7.15am - 8.30am

Share in the achievements and celebrate women in rail.

Exhibition drinks

Tuesday 14 November, 5.30pm - 7.30pm

Join delegates, exhibitors and visitors in the Exhibition Hall to celebrate AusRAIL PLUS.



Details are correct as at 15 September 2022 and are subject to change.

Young Rail Professionals Breakfast

Wednesday 15 November, 7.30am - 8.40am

If you are under 35 or an advocate for supporting the future generation of the industry, join us to meet and network with young rail professionals at this important and relaxed event.



Details are correct as at 15 September 2022 and are subject to change.

Yellow Dinner

Wednesday 15 November, 6.30pm - 11pm

Come together with rail industry leaders for this much-loved formal dinner with AusRAIL.



Gala Dinner

Thursday 16 November, 6.30pm - 11pm

Take part in our Gala Dinner to network and celebrate the achievements of the industry.



BENEFITS OF TAKING PART IN AUSRAIL PLUS 2023

AusRAIL PLUS 2023 provides an unparalleled opportunity to connect with industry leaders and strengthen your brand position in the Australian and New Zealand Rail industry. Become a partner to demonstrate your leadership and innovation in rail and show your support for the growth and success of our industry.



Access to data insights

Take advantage of QR scanners and lead generation technology to track your engagement with key decision makers and inform your business development.



Raise your profile

Be seen by key industry leaders and decision makers and showcase your latest products and services to industry.



Educate

Showcase thought leadership in your area of expertise in the rail industry



Promote your brand

Demonstrate your industry leadership through our dedicated AusRAIL PLUS marketing and communications in the lead up to the event.



Build your network

Reach more people from across Australia and New Zealand to strengthen your business relationships.



Workforce Development

Support and promote your credentials as a destination employer in the industry - with your support we can drive critical solutions to address issues such as diversity, workforce development and skills shortages.

PARTNERSHIP OPPORTUNITIES SUMMARY

AusRAIL PLUS 2023 partners can select an existing, structured partnership, or build their own package by selecting one or more individual items.

Partners automatically receive additional benefits, acknowledgements and access to delegates when their total investment reaches our Major, Gold or Silver milestones.

Opportunities	ARA member	Non-member	Quantity
AusRAIL PLUS 2023 tiered partnerships			
Headline Yellow Dinner partner	\$112,000	\$140,000	Exclusive
Headline Gala Dinner partner	\$112,000	\$140,000	Exclusive
Exhibition Theatre partner	\$48,000	\$60,000	Exclusive
Gold partner	\$52,000	\$65,000	Three
Silver partner	\$40,000	\$50,000	Five
Bronze partner	\$32,000	\$40,000	Seven
Education and thought leadership			
Technical e-poster	\$24,000	\$30,000	Exclusive
Exhibition Theatre presentation	\$4,000	\$7,000	20
Satellite workshop (on-site)	\$16,000	\$20,000	Four
Networking			
Networking Exhibition Drinks Partner	\$40,000	\$50,000	Exclusive
Women in Rail Breakfast Partner	\$40,000	\$50,000	Exclusive
Young Rail Professionals Breakfast Partner	\$40,000	\$50,000	Exclusive
Industry function listing (ARA members only)	\$3,000		Three
Delegate experience			
Pocket Program	\$24,000	\$30,000	Exclusive
Lanyard	\$40,000	\$50,000	Exclusive
Conference app	\$32,000	\$40,000	Exclusive
Delegate bags	\$32,000	\$40,000	Exclusive
Delegate self-registration terminals	\$24,000	\$30,000	Exclusive
Exhibition lounge	\$20,000	\$25,000	Four
Activation zone	\$20,000	\$25,000	Four
Sustainable coffee cups	\$20,000	\$25,000	Exclusive
Coffee cart	\$20,000	\$25,000	Four

PARTNERSHIP OPPORTUNITIES SUMMARY CONT.



AusRAIL Partnership and Exhibition enquiries:

AusRAIL industry liaison

Thomas Howden

AusRAIL Industry Liaison c/o- MCI Australia

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Catering station	\$20,000	\$25,000	Five
Young Rail Professionals scholarship	\$16,000	\$20,000	Exclusive
Women in Rail scholarship	\$16,000	\$20,000	Exclusive
Regional and remote scholarship	\$16,000	\$20,000	Exclusive
Notepad and pen	\$15,000	\$20,000	Exclusive
Branding and advertising			
Exhibition entrance feature	\$20,000	\$25,000	Exclusive
Exhibition floor decals	\$4,800	\$6,000	10
EDM banner	\$2,800	\$3,500	Multiple
EDM advertorial	\$3,600	\$4,500	Multiple
Website listing	\$3,200	\$4,000	Multiple
Conference app advertisement	\$2,800	\$3,500	Multiple
Delegate bag insert	\$2,800	\$3,500	15
Thank you EDM – banner	\$3,600	\$4,500	Multiple
AusRAIL Impact report - listing	\$2,800	\$3,300	Multiple
AusRAIL Impact report – white paper	\$3,000	\$3,500	Multiple

* All prices are in Australian dollars and are inclusive of 10 per cent Australian Goods and Services Tax.

AUSRAIL PLUS 2023 TIERED PARTNERSHIPS

HEADLINE AND YELLOW DINNER PARTNER

ARA members: \$112,000
Non members: \$140,000

EXCLUSIVE

One of two AusRAIL PLUS 2023 headline partnerships, providing the highest level of visibility and audience engagement for your organisation.

HEADLINE AND YELLOW DINNER PARTNER BENEFITS

Education and thought leadership



Plenary panel discussion moderation (1 of 3)

AusRAIL exhibition theatre session

Lead generation and networking



Yellow Tie Dinner (exclusive)

Branding and advertising



Selection of \$15,000 worth of advertising options from this prospectus to develop bespoke marketing plan

Ability to make a brief two-minute address during the dinner

Option to include one video commercial (30 seconds) during the dinner. All production costs rest with the partner

HEADLINE AND YELLOW DINNER PARTNER ADDITIONAL ENTITLEMENTS:

- Brand positioning on your exclusive partnership elements as well as all conference and partner promotion materials commensurate to your partnership level
- 10 conference registrations
- 30 Yellow Dinner tickets for non-registrant guests (three VIP tables) as Yellow Dinner host
- GDPR compliant delegate list (28 days prior, 14 days prior and immediately post-conference). Pre-event delegate lists do not include contact email address (all on-site registrant information includes contact email address for those who have opted in)
- AusRAIL exhibition theatre viewership data
- Copy of the AusRAIL Impact Report

AUSRAIL PLUS 2023 TIERED PARTNERSHIPS

HEADLINE GALA DINNER PARTNER

ARA members: \$112,000
Non members: \$140,000

EXCLUSIVE

One of two AusRAIL PLUS 2023 headline partnerships, providing the highest level of visibility and audience engagement for your organisation.

HEADLINE GALA DINNER PARTNER BENEFITS

Education and thought leadership



Plenary panel discussion moderation (1 of 3)

AusRAIL exhibition theatre Session (1 of 20)

Lead generation and networking



Gala Dinner (exclusive)

Branding and advertising



Selection of \$15,000 worth of advertising options from this prospectus to develop bespoke marketing plan

Ability to make a brief two-minute address during the dinner

Option to include one video commercial (30 seconds) during the dinner. All production costs rest with the partner

HEADLINE GALA DINNER PARTNER ADDITIONAL ENTITLEMENTS:

- Brand positioning on your exclusive partnership elements as well as all conference and partner promotion materials commensurate to your partnership level
- 10 conference registrations
- 30 Gala Dinner tickets for non-registrant guests (three VIP tables) as Gala Dinner host
- GDPR compliant delegate list (28 days prior, 14 days prior and immediately post-conference). Pre-event delegate lists do not include contact email address (all on-site registrant information includes contact email address for those who have opted in)
- AusRAIL exhibition theatre viewership data
- Copy of the AusRAIL Impact Report

AUSRAIL PLUS 2023 TIERED PARTNERSHIPS

GOLD PARTNER

ARA members: \$52,000
Non members: \$65,000

EXCLUSIVE

With a focus on delegate experience, brand positioning and customer engagement, this is an end-to-end partnership solution for your organisation.

GOLD EXPERIENCE PROGRAM PARTNER BENEFITS

Delegate experience



Choice of one delegate experience up to the value of \$30,000 (non-member) or \$24,000 (ARA member)

Branding and advertising



Selection of \$5,000 worth of advertising options from this prospectus to develop bespoke marketing plan

GOLD EXPERIENCE PARTNER ADDITIONAL ENTITLEMENTS:

- Brand positioning on your exclusive partnership elements as well as all conference and partner promotion materials commensurate to your partnership level
- Five conference registrations
- One table of 10 guests at the Gala Dinner
- Five Yellow Dinner tickets
- Three networking drinks tickets
- GDPR compliant delegate list (28 days prior, 14 days prior and immediately post-conference). Pre-event delegate lists do not include contact email address (all on-site registrant information includes contact email address for those who have opted in)
- Copy of the AusRAIL Impact Report

AUSRAIL PLUS 2023 TIERED PARTNERSHIPS

SILVER PARTNER

ARA members: \$40,000
Non members: \$50,000

EXCLUSIVE

With a focus on delegate experience, brand positioning and customer engagement, this is an end-to-end partnership solution for your organisation.

GOLD EXPERIENCE PROGRAM PARTNER BENEFITS

Delegate experience



Choice of one delegate experience up to the value of \$25,000 (non-member) or \$20,000 (ARA member)

Branding and advertising



Selection of \$3,500 worth of advertising options from this prospectus to develop bespoke marketing plan

GOLD EXPERIENCE PARTNER ADDITIONAL ENTITLEMENTS:

- Brand positioning on your exclusive partnership elements as well as all conference and partner promotion materials commensurate to your partnership level (see partnership marketing overview on page XX)
- Three conference registrations
- Five Gala Dinner tickets
- Five Yellow Dinner tickets
- Three networking drinks tickets
- GDPR compliant delegate list (28 days prior, 14 days prior and immediately post-conference). Pre-event delegate lists do not include contact email address (all on-site registrant information includes contact email address for those who have opted in)
- Copy of the AusRAIL PLUS Impact Report

AUSRAIL PLUS 2023 TIERED PARTNERSHIPS

BRONZE PARTNER

ARA members: \$32,000
Non members: \$40,000

EXCLUSIVE

With a focus on delegate experience, brand positioning and customer engagement, this is an end-to-end partnership solution for your organisation.

GOLD EXPERIENCE PROGRAM PARTNER BENEFITS

Delegate experience



Choice of one delegate experience up to the value of \$20,000 (non-member) or \$16,000 (ARA member)

Branding and advertising



Selection of \$2,000 worth of advertising options from this prospectus to develop bespoke marketing plan

GOLD EXPERIENCE PARTNER ADDITIONAL ENTITLEMENTS:

- Brand positioning on your exclusive partnership elements as well as all conference and partner promotion materials commensurate to your partnership level (see partnership marketing overview on page XX)
- Two conference registrations
- Three Gala Dinner tickets
- Three Yellow Dinner tickets
- Three networking drinks tickets
- GDPR compliant delegate list (28 days prior, 14 days prior and immediately post-conference). Pre-event delegate lists do not include contact email address (all on-site registrant information includes contact email address for those who have opted in)
- Copy of the AusRAIL PLUS Impact Report

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



EDUCATION AND THOUGHT LEADERSHIP

Technical e-poster zone

ARA members: \$24,000
Non members: \$30,000

EXCLUSIVE

Exclusive host to the e-poster area of the exhibition. Multiple in-exhibition kiosks will provide attendees the ability to search, read and connect with e-poster submissions to AusRAIL PLUS.

Entitlements:

- Partner logo integrated into the designed e-poster area in the exhibition. Discretion on final e-poster area build and budget with AusRAIL PLUS managers
- Exclusive partnership acknowledgement against all mentions of the technical e-posters, including on the exhibition floor plan

AusRAIL exhibition theatre presentation

ARA members: \$4,000
Non members: \$7,000

20 AVAILABLE

The AusRAIL exhibition theatre is open to all attendees, visitors and delegates alike. Hosted with a comprehensive hourly program across the three exhibition days, the theatre offers a unique platform to present your organisation's expertise, solutions and innovations on a grand scale.

Entitlements:

- 30 minute presentation (+15-minute preparation and 15-minute strike time pre and post) in theatre
- 140-person capacity
- AusRAIL exhibition theatre stage set, standard AV and delegate scanning provided
- Partner to facilitate their selection of speaker/s, chair/s and topic for presentation
- Promotion in the AusRAIL exhibition theatre program (subject to submission deadlines)
- GDPR compliant list of theatre attendees provided for your hosted presentation

Pocket Program Sponsor

ARA members: \$24,000
Non members: \$30,000

EXCLUSIVE

The pocket program will be the only printed program for the event, provided to all registered delegates with their name badges. This is a great way to have a company presence within the program.

Entitlements for technical tours:

- Company name and logo prominently displayed in the Pocket Program/s – this is the only advertising opportunity available on the Pocket Program/s
- Company brochure (maximum A4; flyer or 4-page brochure) supplied by sponsor, inserted in delegate satchels

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



EDUCATION AND THOUGHT LEADERSHIP

Satellite workshop

ARA members: \$16,000

Non members: \$20,000

FOUR AVAILABLE

Host one of a series of on-site satellite workshops to connect with attendees before AusRAIL PLUS. Workshops will be hosted pre-conference to provide an additional education and technical development aspect to the delegate experience.

Entitlements for on-site satellite workshops:

- Three hours
- 45-120pax (theatre/classroom)
- Standard AV and room hire for concurrent session room on pre-conference day 1 or 2
- Afternoon tea provided
- Partner to facilitate speaker/moderator
- Acknowledgement as satellite workshop/technical tour partner
- Promotion in the partner program
- GDPR compliant list of pre-registrants and attendees



AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



NETWORKING

Welcome Drinks Sponsor

ARA members: \$40,000
Non members: \$50,000

EXCLUSIVE

A fantastic icebreaker and hosted function to kick off the conference for full delegates and ticket holders. Exclusive to the Welcome Drinks Partner.

Entitlements:

- Acknowledgement as the Welcome Drinks Sponsor in all print and digital promotion
- Up to six (6) free standing banners to be displayed within the Welcome Drinks venue
- Twenty (20) tickets to the Welcome Drinks
- Opportunity to provide welcome gifts to guests attending the Welcome Drinks (sponsor to provide). 450-600 attendees
- One (1) conference registration
- GDPR compliant delegate list (28 days prior, 14 days prior and immediately post-conference). Pre-event delegate lists do not include contact email address (all on-site registrant information includes contact email address for those who have opted in)
- Copy of the AusRAIL PLUS Impact Report

Networking Exhibition Drinks

ARA members: \$40,000
Non members: \$50,000

EXCLUSIVE

Welcoming more than 5,000 attendees, including exhibition visitors, this in-exhibition social function will provide a great wrap up to day one, and a lively delegate experience. This will also include a digital horse-racing door prize and acknowledgements for an exclusive partner.

Entitlements:

- Acknowledgement as the Networking Exhibition Drinks Sponsor in all print and digital promotion
- Up to six free standing banners to be displayed within the Exhibition Halls
- Up to two free standing banners to be displayed outside the Exhibition Halls
- 20 tickets to the Networking Exhibition Drinks
- Opportunity to provide welcome gifts to guests attending the Networking Exhibition Drinks (sponsor to provide). 600 - 800 attendees

- One conference registration
- GDPR compliant delegate list (28 days prior, 14 days prior and immediately post-conference). Pre-event delegate lists do not include contact email address (all on-site registrant information includes contact email address for those who have opted in)
- Copy of the AusRAIL PLUS Impact Report

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



NETWORKING

Women in Rail breakfast

ARA members: \$40,000

Non members: \$50,000

EXCLUSIVE

The exclusive hosting of the ticketed Women in Rail breakfast represents an opportunity to network, share in achievements and celebrate women in rail at AusRAIL PLUS.

Entitlements:

- 75-minute breakfast one day one (200 people)
- One reserved VIP table at the breakfast
- 10 complimentary breakfast tickets
- Room hire, standard AV and catering to the breakfast included (set menu)
- Partner representative can speak for up to five minutes as part of the breakfast program
- Partner recommendations on speakers/facilitators can be submitted (final decision on program by conference program chair)
- Acknowledgement as Women in Rail Breakfast Partner
- Promotion in the industry program
- GDPR compliant list of breakfast attendees

Young Rail Professionals breakfast

ARA members: \$40,000

Non members: \$50,000

EXCLUSIVE

The exclusive hosting of the Young Rail Professionals breakfast at AusRAIL PLUS. This event will bring together people who are under 35 or an advocate for supporting the future generation of the industry, allowing them to meet and network with young rail professionals at this important and relaxed event.

Entitlements:

- 75-minute Young Rail Professionals breakfast on day two (150 people)
- One reserved VIP table at the breakfast
- 10 complimentary breakfast tickets
- Room hire, standard AV and catering to the breakfast included (set menu)
- Partner representative can facilitate the day one innovation session and speak for up to five minutes as part of the breakfast program on day two. Breakfast speaker invited by the AusRAIL program committee

- Acknowledgement as exclusive Young Rail Professionals Breakfast partner
- Promotion in the industry program
- GDPR compliant list of presenters and breakfast attendees

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



DELEGATE EXPERIENCE

Lanyard

ARA members: \$40,000
Non members: \$50,000

EXCLUSIVE

Ensure your brand is highly visible and memorable element of proceedings for AusRAIL PLUS.

Entitlements:

- Branded lanyards provided to all conference attendees, and exhibition visitors
- Partner logo integrated into lanyards with ARA and conference logo
- Acknowledgement as a lanyard partner

Conference app

ARA members: \$32,000
Non members: \$40,000

EXCLUSIVE

A critical resource for all attendees that includes program information, exhibition listing, peer to peer connectivity and exportable contact list functionality.

Entitlements:

- Available to all attendees, including exhibition visitors
- App is launched two weeks prior to AusRAIL PLUS and hosted for 90 days+ post-conference
- Partner logo on all pages and lobby of the app
- Acknowledgement as conference app partner

Delegate Bags sponsor

ARA members: \$24,000
Non members: \$30,000

EXCLUSIVE

Have your logo in a prominent position on the delegate bags provided to all registered delegates at the event.

Entitlements:

- Branding and acknowledgement as the exclusive Delegate Satchel partner
- Logo of partner included with the AusRAIL logo on all AusRAIL delegate bags
- One promotional material insert included in delegate satchel (max 1x folded A4 size flyer)
- Design and production costs managed by AusRAIL (partner supplies the artwork for their logo only)
- Picked up at reception with registration for full conference delegates

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



DELEGATE EXPERIENCE

Delegate self-registration terminals

ARA members: \$24,000
Non members: \$30,000

EXCLUSIVE

Delegates, exhibitors and visitors will be able to self-print their name badges from these terminals when attending AusRAIL PLUS. A highly visibility brand position opportunity and delegate benefit.

Entitlements:

- Partner logo incorporated into decal design of terminals
- Acknowledgement as self-registration partner
- Logo and acknowledgement against all references to the self-printing terminals in conference materials

Exhibition lounge

ARA members: \$20,000
Non members: \$25,000

FOUR AVAILABLE

(see exhibition floor plan)

Dedicated free-use areas of the exhibition for delegates and expo visitors. The partner's brand integration into the lounge space and experience can be customised as an advertising or activation space linked to an existing campaign

Entitlements:

- Partner logo integrated into a designed lounge space. Discretion on final lounge build and budget with AusRAIL PLUS managers
- Partner logo against all mentions of the exhibition lounge, including on the exhibition floor plan
- Acknowledgement as an exhibition lounge partner

AusRAIL PLUS activation zone

ARA members: \$20,000
Non members: \$25,000

FOUR AVAILABLE

Align your brand with these unique in-exhibition activations that drive traffic, interest and leads as a part of this memorable partnership:

- Bike-N-Blend
- Motocross racing and leaderboard
- etc

Entitlements:

- Activation zones will feature in strategic locations on the exhibition floor
- AusRAIL PLUS to facilitate activation and build of the zone (subject to approval)
- Acknowledgement as an activation zone partner
- GDPR compliant leads list of zone users (subject to activation zone activity and setup)

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



DELEGATE EXPERIENCE

Sustainable coffee cup

ARA members: \$20,000
Non members: \$25,000

EXCLUSIVE

Provide a lasting branded coffee cup to delegates from your stand that drives traffic and brand visibility.

Entitlements:

- Partner logo integrated into the AusRAIL PLUS produced sustainable coffee cups with conference logo
- AusRAIL PLUS to provide a set number of units to distribute as part of registration at the registration desk, or from partner's exhibition booth
- Acknowledgement as a sustainable coffee cup partner
- App notification to promote booth visitation to pick up cup

Coffee cart

ARA members: \$15,000
Non members: \$20,000

FOUR AVAILABLE

The critical fuel that powers AusRAIL PLUS! Ensure that you have a dedicated coffee cart that builds interaction with your brand.

Entitlements:

- Partner logo incorporated into the graphics for the cart
- Opportunity for partner to supply merchandise for display next to the cart
- Opportunity for partner to supply branded napkins, t-shirts, or aprons for staff (subject to provision deadlines)
- Acknowledgement as a coffee cart partner
- GDPR compliant leads list of cart users who interact with your on-cart QR-code

Catering station

ARA members: \$20,000
Non members: \$25,000

FIVE AVAILABLE

With only five dedicated catering stations implemented at AusRAIL PLUS, this is a unique chance for brand positioning throughout the duration of the conference and exhibition.

Entitlements:

- Partner logo incorporated into the physical signage at both entry, exit and two high-visibility locations in the selected catering area
- Directional signage including partner logo will be of minimum A3 size
- Acknowledgement in the conference app and on the printed versions of the exhibition floor plan as the catering host for your selected location
- Acknowledgement as a catering station partner

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



DELEGATE EXPERIENCE

Young Rail Professionals scholarship

ARA members: \$16,000

Non members: \$20,000

**MULTIPLE
AVAILABLE**

Support an independent selection process that will identify and award six young rail professionals (under 30 years) the opportunity to register as YRP registrants to AusRAIL PLUS.

Entitlements:

- Scholarship supports six young rail professionals to attend as a YRP registrant including all social function tickets
- Facilitated group conference between your representatives and the scholarship recipients on day 1 morning tea at the conference
- Acknowledgement as a Young Rail Professionals scholarship partner, including in all communication with scholarship recipients

Women in Rail scholarship

ARA members: \$16,000

Non members: \$20,000

**MULTIPLE
AVAILABLE**

Support an independent selection process that will identify and support the award of four women in rail with full conference registration to AusRAIL PLUS.

Entitlements:

- Scholarship supports four women to attend as a full conference registrant including all social function tickets
- Facilitated group conference between your representatives and the scholarship recipients on day 1 morning tea at the conference
- Acknowledgement as a Women in Rail scholarship partner, including in all communication with scholarship recipients

Regional and remote scholarship

ARA members: \$16,000

Non members: \$20,000

**MULTIPLE
AVAILABLE**

Support an independent selection process that will identify and support the award of four regional and remote delegates with complimentary registration to attend AusRAIL PLUS.

Entitlements:

- Scholarship supports four regionally based recipients to attend as full conference registrants including all social function tickets
- Facilitated group conference between your representatives and the scholarship recipients on day 1 morning tea at the conference
- Acknowledgement as a regional and remote scholarship partner, including in all communication with scholarship recipients

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



DELEGATE EXPERIENCE

Delegate notepad and pen

ARA members: \$15,000

Non members: \$20,000

EXCLUSIVE

Include your brand on the exclusive AusRAIL PLUS notepad and pens being provided to conference delegates in their delegate bags at registration.

Entitlements:

- Partner logo included with AusRAIL PLUS 2023 conference logo on all branded notepads and pens (subject to approval and confirmation of numbers)
- 2,000 units of notepads and pens produced by the conference, and distributed at on-site registration through the delegate bags
- AusRAIL PLUS to pack and distribute notepads and pen to full delegate registrants
- Acknowledgement as a delegate notepad and pen partner



AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



BRANDING AND ADVERTISING

Exhibition entrance feature

ARA members: \$20,000

Non members: \$25,000

EXCLUSIVE

A notable brand positioning opportunity with a presence at the exhibition entrance. Brand positioning in the feature can link to an existing promotion/ campaign through QR code.

Entitlements:

- Partner logo integrated into exhibition entrance feature design
- Partner QR-code can be integrated in exhibition entrance feature design

Exhibition floor decal

ARA members: \$4,800

Non members: \$6,000

10 AVAILABLE

At a limited number of high-traffic locations around the exhibition floor, partner decals can be purchased to showcase your brand, advertising, or a message to promote booth visitation.

Entitlements:

- One 1.5m x 1.5m decal on the exhibition intersection of your choosing (subject to availability)
- Partner to supply artwork to specification



AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



BRANDING AND ADVERTISING - PRE-CONFERENCE ADVERTISING

Reach AusRAIL PLUS' marketing network, including ARA members and conference attendees, to drive visibility for your brand. See the AusRAIL PLUS partner promotion schedule to find out more on who we reach and our promotional activity.

EDM banner

ARA members: \$2,800
Non members: \$3,500

**MULTIPLE
AVAILABLE**

Distribution mail sent to all registrants, ARA members and AusRAIL PLUS mailing list of more than 7,000 people.

- Partner can select EDM distribution date (subject to availability)
- Maximum three banners per EDM
- Partner to provide banner artwork to specification and URL link

EDM advertorial

ARA member: \$3,600
Non member: \$4,500

**MULTIPLE
AVAILABLE**

Distribution mail sent to all registrants, ARA members and AusRAIL PLUS mailing list of more than 7,000 people.

- Partner can select EDM distribution date (subject to availability)
- Maximum one advertorial per EDM
- Partner to provide logo to specification, URL link and advertorial copy (max 250 words)

Conference website listing

ARA members: \$3,200
Non members: \$4,000

**MULTIPLE
AVAILABLE**

Be acknowledged as a conference supporter with a full profile and contact details for enquiries on the conference website.

- Partner to provide logo to specification, URL link and conference supporter listing for inclusion on the AusRAIL PLUS partner's page

AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



BRANDING AND ADVERTISING - DURING-CONFERENCE

Use these advertising options during the conference to boost the visibility of your partner activities and hosted presentations, or drive traffic to your booth during the conference.

Conference app advertisement

ARA members: \$2,800

Non members: \$3,500

**MULTIPLE
AVAILABLE**

A critical resource for all conference and exhibition attendees, the app will house information like exhibition listing, program details and more.

- Full page pop-out PDF advertisement
- Housed in the promotions zone of the app
- Partners with a website listing can link this pdf advertisement to their website and/or app profile also

Delegate bag insert

ARA members: \$2,800

Non members: \$3,500

15 AVAILABLE



AUSRAIL PLUS 2023 INDIVIDUAL PARTNERSHIPS



BRANDING AND ADVERTISING - POST-CONFERENCE

Ensure that your organisation's engagement with attendees comes full circle with these post-conference advertising opportunities.

Thank you EDM banner

ARA members: \$3,600
Non members: \$4,500

**MULTIPLE
AVAILABLE**

Include a banner in the distribution mail sent to all registrants with an audience of more than 7,000 people.

- Thank you EDM released within a week post-conference
- Maximum three banners on thank you EDM
- Partner to provide banner artwork to specification and URL link

AusRAIL 2022 Impact Report listing

ARA members \$2,800
Non members \$3,300

**MULTIPLE
AVAILABLE**

A conference impact report is compiled and distributed to all registrants post conference. The report helps to measure the outcomes of the conference, and meaningful metrics for attendees and ARA members. The Impact Report is released within 10 days following the conference to an audience of more than 7,000 people. Ensure you are included with a partner listing.

- Acknowledgement as an industry supporter in the Impact Report
- Partner to provide logo to specification and up to 25 words of copy for inclusion in the impact report

Industry White Paper listing

ARA members: \$3,000
Non members: \$3,500

**MULTIPLE
AVAILABLE**

This listing in the Industry White Paper report of AusRAIL PLUS, and post-conference communications to attendees, includes online links to all significant industry developed white papers, technical papers and reports associated with the conference. Ensure that this lasting repository of key outcomes from AusRAIL PLUS includes your organisation's thought leadership agenda.

- Partner to provide white paper link, topic and logo/artwork to specification for listing as a white paper in the impact report

EXHIBITION

ALL EXHIBITION FORMATS INCLUDE

- Two exhibitor registrations per 9sqm with access to the networking drinks event
- Lead-tracking technology to ensure that you are generating a post-event customer and interactions record for follow up. Recorded leads are GDPR compliant and exportable to csv.
- Logo and exhibitor profile of all exhibitor organisations on AusRAIL website, app and in the searchable exhibitor directory, listing on exhibition floor plan signage
- Delegate catering available for pre-purchase for exhibitors



AusRAIL Partnership and Exhibition enquiries:

AusRAIL industry liaison

Thomas Howden

AusRAIL Industry Liaison c/o- MCI Australia

+61 2 9213 4016

Thomas.howden@wearemci.com



EXHIBITION FORMAT AND PRICING

Select your preferred position and exhibition format to meet the needs of your organization.

Turnkey exhibition

ARA members: \$12,000 - \$14,400 per 9sqm
Non members: \$15,000 - \$18,000 per 9sqm

Do you need a stylish, prefabricated solution that is walk-on walk-off for your staff? Do you need a cost- effective custom stand to make a statement in the exhibition? Consider one of our turnkey exhibition solutions.

- Booth build, furniture and AV all managed by AusRAIL preferred builders
- Exhibitor to submit logo and brand guidelines to specification
- Build approval by mutual agreement
- Cost dependent on total floor space and graphics/AV/power integrations
- Completely walk-on, walk-off solution with nothing to build or ship apart from products



Shell scheme

ARA members: \$6,650 per 9sqm
Non members: \$8,450 per 9sqm

A built structure including everything you need to exhibit except furniture and products.

- Exhibitor name and booth # fascia (up to 30 characters)
- Back and side walls (melamine with aluminum supports)
- Lighting – two spotlights on track behind fascia
- Power – one four-amp power point
- Optional extras at additional cost (e.g. furniture, AV, catering)

Space only

ARA members: \$6,500 per 9sqm
Non members: \$8,300 per 9sqm

A bare space on which to build a custom stand with your preferred builder.

- Exhibitors on space-only locations must build an approved structure to exhibit
- Exhibition booth build plans subject to pre-approval

HOW TO APPLY TO BE A PARTNER OR EXHIBITOR

- **Review the partnership and exhibition options in this prospectus**
- **Visit our online exhibition floor plan if purchasing exhibition space**
- **Select your preferred exhibition space from available positions on the plan and decide on an exhibition type**
- **Complete an application form (included in this prospectus)**
- **Submit your application to Thomas.howden@wearemci.com**
- **Your preferred partnership or exhibition purchase is only confirmed with written confirmation from the AusRAIL PLUS 2023 secretariat team**

Key dates for repeat partners and major exhibitors

Organisations that have partnerships at AusRAIL 2022 have a “first-right-of-refusal” window to renew these partnerships before they are offered to the wider industry.

The window to renew your partnership for AusRAIL PLUS 2023 is from Friday 16 September to Friday 14 October 2022.

Major exhibitors who have purchased 36sqm of exhibition space or more at AusRAIL 2022 can also apply for priority allocation of exhibition space from Friday 16 September to Friday 14 October 2022.

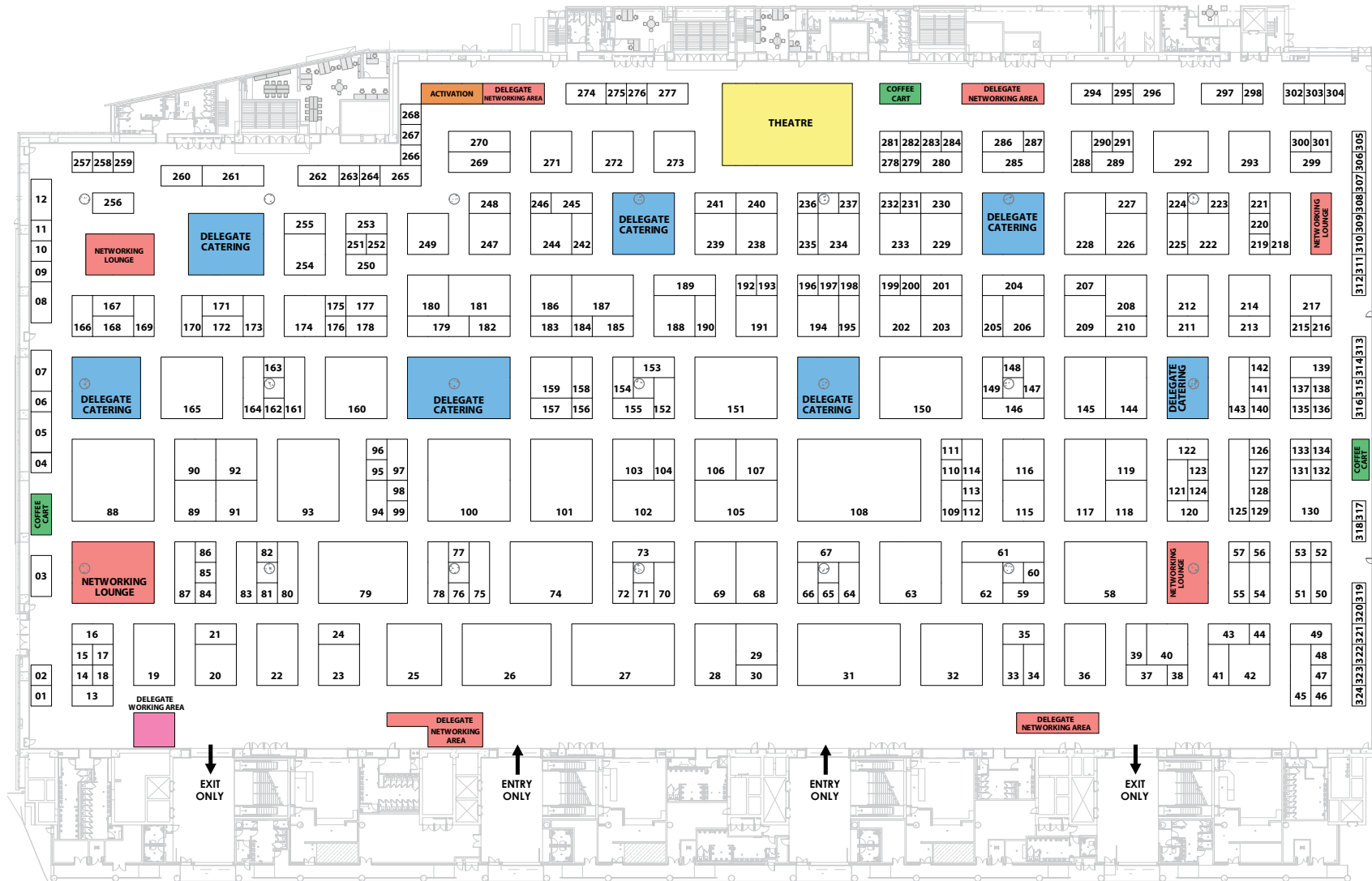
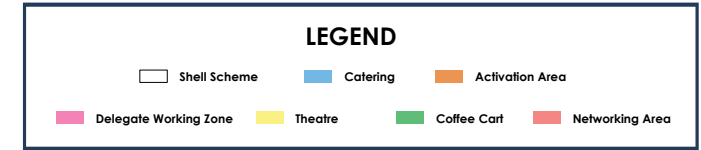
All exhibition space will be offered by availability at date of application only. Applications for exhibition space opens from Friday 16 September. Exhibition space smaller than 36sqm will be allocated from Saturday 15 October.

Exhibition renewal and selections of booth location will prioritise purchases by total booth footprint purchased at AusRAIL PLUS 2023. Confirmation of booth positions are not arbitrary, and allocated only by mutual agreement with the exhibitor.



EXHIBITION FLOORPLAN

This floor plan is an example only - for the latest on exhibition availability please see our live online plan [here](#)



APPLICATION FORM

Please send completed application to the AusRAIL PLUS 2023 Industry liaison team at thomas.howden@wearemc.com

Contact details for applicants

Title <input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Dr <input type="checkbox"/> Prof <input type="checkbox"/> Other	Given Name	Family Name
Position	Organisation Name (for invoicing purposes)	
Phone	Organisation Name (for marketing purposes)	
Mobile	Mailing Address	
Are you an ARA member? <input type="checkbox"/> Yes <input type="checkbox"/> No	Email	Website
Onsite contact person name		Onsite contact person number

Partnership opportunities Prices listed are AUD and include 10% GST

Major partnerships	ARA member	Non member
Headline Yellow dinner partner	<input type="checkbox"/> \$112,000	<input type="checkbox"/> \$140,000
Headline Gala Dinner partner	<input type="checkbox"/> \$112,000	<input type="checkbox"/> \$140,000
Exhibition Theatre partner	<input type="checkbox"/> \$48,000	<input type="checkbox"/> \$60,000
Gold partner	<input type="checkbox"/> \$52,000	<input type="checkbox"/> \$65,000
Silver partner	<input type="checkbox"/> \$40,000	<input type="checkbox"/> \$50,000
Bronze partner	<input type="checkbox"/> \$32,000	<input type="checkbox"/> \$40,000

Individual sponsorship items Prices listed are AUD and include 10% GST

Education and thought leadership	Non member	ARA member	Number available	Quantity
Technical e-poster	<input type="checkbox"/> \$24,000	<input type="checkbox"/> \$30,000	Exclusive	
AusRAIL exhibition theatre presentation	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$7,000	20	
Satellite workshop (on-site)	<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$20,000	Four	

Individual sponsorship items *Prices listed are AUD and include 10% GST*

Networking	ARA member	Non member	Number available	Quantity
Exhibition Theatre	<input type="checkbox"/> \$40,000	<input type="checkbox"/> \$50,000	Exclusive	
Networking Exhibition Drinks Sponsor	<input type="checkbox"/> \$40,000	<input type="checkbox"/> \$50,000	Exclusive	
Women in Rail breakfast	<input type="checkbox"/> \$40,000	<input type="checkbox"/> \$50,000	Exclusive	
Young Rail Professionals breakfast	<input type="checkbox"/> \$40,000	<input type="checkbox"/> \$50,000	Exclusive	
Industry function listing (ARA members only)	<input type="checkbox"/> \$3,000		Three	
Delegate experience				
Pocket program	<input type="checkbox"/> \$24,000	<input type="checkbox"/> \$30,000	Exclusive	
Lanyard	<input type="checkbox"/> \$40,000	<input type="checkbox"/> \$50,000	Exclusive	
Conference app	<input type="checkbox"/> \$32,000	<input type="checkbox"/> \$40,000	Exclusive	
Delegate bags	<input type="checkbox"/> \$32,000	<input type="checkbox"/> \$40,000	Exclusive	
Delegate self-registration terminals	<input type="checkbox"/> \$24,000	<input type="checkbox"/> \$30,000	Exclusive	
Exhibition lounge	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$25,000	Four	
Activation zone	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$25,000	Four	
Sustainable coffee cups	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$25,000	Exclusive	
Coffee cart	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$20,000	Four	
Catering station	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$25,000	Five	
Young Rail Professionals scholarship	<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$20,000	Multiple	
Women in Rail scholarship	<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$20,000	Exclusive	
Regional and remote scholarship	<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$20,000	Exclusive	
Notepad and pen	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$20,000	Exclusive	
Branding and advertising				
Exhibition entrance feature	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$25,000	Exclusive	
Exhibition floor decals	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$6,000	10	
EDM banner	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$3,500	Multiple	
EDM advertorial	<input type="checkbox"/> \$3,600	<input type="checkbox"/> \$4,500	Multiple	
Website listing	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$4,000	Multiple	
Conference app advertisement	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$3,500	Multiple	
Delegate bag insert	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$3,500	15	
Thank you EDM – banner	<input type="checkbox"/> \$3,600	<input type="checkbox"/> \$4,500	Multiple	
AusRAIL Impact report - listing	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$3,300	Multiple	
AusRAIL Impact report – white paper	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500	Multiple	
Total individual sponsorship investment				\$

Exhibition *Prices listed are AUD and include 10% GST*

Booth type	Booths/m ² required	ARA member	Non member	Total \$
Turnkey exhibition 9m ²		\$12,000 - \$14,400 per 9m ²	\$15,000 - \$18,000 per 9m ²	<i>The conference organisers will liaise with you to discuss pricing for turnkey solutions</i>
Shell scheme 9m ²		\$6,650 per 9m ²	\$8,450 per 9m ²	
Space only 9m ²		\$6,500 per 9m ²	\$8,300 per 9m ²	

Exhibition details

Location: The conference managers will endeavour to allocate space in line with your request, however this cannot be guaranteed.

Preferred booth location:

- 1.
- 2.
- 3.

I do not wish to be located adjacent to the following companies:

I wish to be located adjacent to these companies:

Confirmation

My signature below confirms my application to sponsor the AusRAIL PLUS 2023 conference, and acceptance of the terms and conditions of partnership/exhibiting.. Once this application is accepted, your partnership or exhibition purchase will be confirmed with written communication from the AusRAIL PLUS 2023 Industry liaison team.

Total amount payable including GST	
Signature	
Name	
Position in organisation	
Date	

☐ I do NOT wish to receive conference updates via email

Please send completed application to the AusRAIL PLUS 2023 Industry liaison team at thomas.howden@wearemc.com

AusRAIL Plus 2023 partnership and exhibition terms and conditions available [here](#)

AUSRAIL PLUS

AusRAIL.com