



 **ATC 2023**
Australasian Tunnelling Conference

Sponsorship and Exhibition Prospectus

Australasian Tunnelling Conference
Auckland, Aotearoa
November 5-8, 2023



CREATING BRAND AWARENESS MAKING CONNECTIONS BUILDING REPUTATION DOING BUSINESS.

This is what the 2023 Australasian Tunnelling Conference will offer you as a sponsor and an exhibitor.

The Conference is a premium event and we have created a range of sponsorship packages that will deliver significant brand exposure.

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Piki mai, Kake mai rā!

Nāu mai ki tēnei kaupapa nui whakahirahira ki Aotearoa, Ahitereiria hoki

He tono ano hoki i te ngakau māhaki, ki a koutou nga Rōpu
Whakatairanga i te putea tautoko, kia hohoro te tuku mai.

Nāu te rourou, nāku te rourou ka ora ai Te Kaupapa Anapoka nei

Mauri Ora e aaku nui, e aaku rahi
Na te whanau-iti nei

Welcome

Our welcome goes out to all those in the industry who plan to attend the 2023 Australasian Tunnelling Conference.

This is an important event for our tunnelling community in Australia and New Zealand.

And also an especially warm welcome to our potential sponsors. The Conference can offer your organisation unparalleled exposure to an industry that plays a major role in our communities.

This document presents a range of sponsorship options which we believe will appeal to the needs of your organisation.

Thank you for your consideration and we look forward to the opportunity to meet with you.

SPONSOR INVITATION

The Australasian Tunnelling Conference is set to be a major national, regional and international event.

Held over four days, we anticipate over 800 delegates attending. Many of these industry professionals will be decision-makers in their respective organisations.

Tikanga Māori is a vital part of our national identity and will play an important role in the 'life' of the conference.

Tikanga is the customary system of values and practices which set the guidelines for living and interacting with others.

Trends and Transitions in Tunnelling

The conference focus is on Trends and Transitions in Tunnelling and the technical presentations will set a stimulating and engaging tone for the event.

Four themes, or pou, have been developed that can best be expressed through tikanga Māori. These themes are universal and relevant to all of us irrespective of what sector we work in.



Manawaroa
Resilience



Hononga
Relationships



Tiaki
Guardianship



Anamata
Future

Conference venue

The conference will be held at the Aotea Centre, a purpose-built, contemporary facility located in downtown Auckland. It's an ideal venue in terms of layout, amenities and comfort. See page 10 for more information.

Activities within the conference, such as the Welcome drinks, Gala Dinner, Young Members event and the Women in Tunnelling event, will provide multiple opportunities for sponsors to engage with attendees.

Both the New Zealand Tunnelling Society and the much larger Australian Tunnelling Society are 'learned societies' that aim to advance tunnelling and underground space development. This is done through shared knowledge of the issues and lessons learned from design, procurement, construction, operations, maintenance refurbishment and re-purposing of underground spaces. In addition, both societies have an increasing focus on raising awareness of health and wellbeing, safety, and sustainable development.

We know from our experience with previous tunnelling conferences that they create a ideal platform for sponsors to get up front and personal with attendees in a relaxed but thoroughly professional environment.

We invite you to explore our sponsorship opportunities and look forward to having a conversation with you about what options might best suit your organisation.

Bill Newns

Conference Chair
Australasian Tunnelling Conference 2003

ABOUT TUNNELLING

Tunnelling is a dynamic industry. It requires expertise from many disciplines. Just as important to achieving successful outcomes, is developing collaborative working relationships across all contributing organisations.

These are all good reasons to be associated with a conference that has a 'captive audience in the one room' over four days.

Who will be attending

We expect approximately 800 delegates to attend including business leaders and decision-makers, clients, constructors, designers, specialist suppliers and corporate and key industry stakeholders.

All are connected, accessible and influential.

Who should be sponsors

- Designers
- Lead contractors
- Specialist sub-contractors
- Suppliers of tunnelling equipment
- Educational institutions
- Training organisations
- National & local government bodies

The role of tunnelling and underground space utilisation

Our activities make a significant contribution to local and national economies. This often includes protecting and enhancing the environment, increasing resilience and improving efficiency.

In addition, employment opportunities are generated, workforces upskilled, technology improved and risks reduced.

Many projects have social outcomes programmes which aim to develop capability in individuals, groups and communities.

All of this adds up to a tunnelling industry that makes a vital contribution to the public good, enhances our quality of life and creates a legacy for future generations.



Partnership opportunities

We all want our brands to have more visibility and be able to talk directly to our target audiences. We'll work with you to develop a partnership package that will help you to meet your objectives.



PLATINUM PARTNER

NZD\$45,000

Platinum partnership will provide your organisation with the highest level of exposure before, during and after the conference.

As the single sponsor in this category you will be front and centre of nearly 800 delegates from the industry.

Naming rights will give you unlimited benefits including all marketing opportunities, multiple exhibition, registration and other entitlements.

To discuss any opportunities please contact the ATC 2023 Conference Manager Holly Adams

E: ha@theconferencecompany.com

T: +64 21 0221 4096

All sponsorship amounts are exclusive of GST

Recognition & branding opportunities

Acknowledgement of sponsor on all marketing material including the conference app and pre-conference publicity

Brand recognition and acknowledgement on the conference website with placement of logo, promotional paragraph and link to company website

Prominent logo placement on all promotional material including the final program and an advertisement in the program book and proceedings

Acknowledgement by the conference convener at opening and closing sessions

Enhanced company listing on the conference app including full contact details and option to supply a downloadable PDF file

Brand recognition within the plenary and breakout rooms throughout the conference

Full page complimentary colour advert in the Conference final program (artwork to be supplied by sponsor)

Full page complimentary colour advert in the ATS/NZTS bi-annual journal (artwork to be supplied by sponsor)

Company logo and link will remain active on the conference website, conference presentations and conference reports at conclusion of conference

Exhibition, registration & other entitlements

Six complimentary industry conference registrations

Six complimentary (2.5m x 3m) exhibition booths or equivalent custom-designed area in a prime location within the exhibition space

Company logo featured on conference satchel

Opportunity for company representative to chair a technical session

Four sponsors breakfast tickets

GOLD PARTNER

NZD\$30,000

Gold Partnership will provide your organisation with an outstanding form of exposure at the Conference.

As one of 3 sponsors in this category you will be front and centre of nearly 800 delegates from the industry. Included in every marketing opportunity in relation to ATC 2023, multiple exhibition, registration and other entitlements – as one of 3 Gold Partners for ATC 2023 you will have excellent exposure before, during and after the event.

To discuss any opportunities please contact the ATC 2023 Conference Manager Holly Adams

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T: +64 21 0221 4096

All sponsorship amounts are exclusive of GST

Recognition & branding opportunities

Acknowledgement of sponsor on all marketing material including the conference app and pre-conference publicity

Brand recognition and acknowledgement on the conference website with placement of logo, promotional paragraph and link to company website

Prominent logo placement on all promotional material including the final program and an advertisement in the program book and proceedings

Acknowledgement by the conference convener at opening and closing sessions

Enhanced company listing on the conference app including full contact details and option to supply a downloadable PDF file

Brand recognition within the plenary and breakout rooms throughout the conference

Half page complimentary colour advert in the Conference final program (artwork to be supplied by sponsor)

Half page complimentary colour advert in the ATS/NZTS bi-annual journal (artwork to be supplied by sponsor)

Company logo and link will remain active on the conference website, conference presentations and conference reports at conclusion of conference

Exhibition, registration & other entitlements

Four complimentary industry conference registrations

Four complimentary (2.5m x 3m) exhibition booths or equivalent custom-designed area in a prime location within the exhibition space

Company logo featured on conference satchel

Opportunity for company representative to chair a technical session

Three sponsors breakfast tickets

SILVER PARTNER

NZD\$20,000

Silver Partnership will provide your organisation with an excellent level of exposure at the ATC 2023 Conference including exhibition entitlements.

As one of 6 sponsors in this category you will benefit from prominent levels of exposure and representation throughout the conference.

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All sponsorship amounts are exclusive of GST

Recognition & branding opportunities

Acknowledgement of sponsor on all marketing material including the conference app and pre-conference publicity

Brand recognition and acknowledgement on the conference website with placement of logo, promotional paragraph and link to company website

Prominent logo placement on all promotional material including the final program and an advertisement in the program book and proceedings

Acknowledgement by the conference convener at opening and closing sessions

Enhanced company listing on the conference app including full contact details and option to supply a downloadable PDF file

Brand recognition within the plenary and breakout rooms throughout the conference

Quarter page complimentary colour advert in the Conference final program (artwork to be supplied by sponsor)

Complimentary colour advert in the ATS/NZTS bi-annual journal (artwork to be supplied by sponsor)

Company logo and link will remain active on the conference website, conference presentations and conference reports at conclusion of conference

Exhibition, registration & other entitlements

Three complimentary industry conference registrations

Three complimentary (2.5m x 3m) exhibition booths or equivalent custom-designed area in a prime location within the exhibition space

Company logo featured on conference satchel

Opportunity for company representative to chair a technical session

Two sponsors breakfast tickets

BRONZE PARTNER

NZD\$12,000

Bronze Partnership will provide your organisation with an excellent form of exposure at the ATC 2023 Conference.

As one of 10 sponsors in this category you will benefit from prominent levels of exposure and representation throughout the conference.

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All sponsorship amounts are exclusive of GST

Recognition & branding opportunities

Acknowledgement of sponsor on all marketing material including the conference app and pre-conference publicity

Brand recognition and acknowledgement on the conference website with placement of logo, promotional paragraph and link to company website

Prominent logo placement on all promotional material including the final program and an advertisement in the program book and proceedings

Acknowledgement by the conference convener at opening and closing sessions

Enhanced company listing on the conference app including full contact details and option to supply a downloadable PDF file

Brand recognition within the plenary and breakout rooms throughout the conference

Complimentary colour advert in the Conference final program (artwork to be supplied by sponsor)

Complimentary colour advert in the ATS/NZTS bi-annual journal (artwork to be supplied by sponsor)

Company logo and link will remain active on the conference website, conference presentations and conference reports at conclusion of conference

Exhibition, registration & other entitlements

One complimentary industry conference registrations

Two complimentary (2.5m x 3m) exhibition booths or equivalent custom-designed area in a prime location within the exhibition space

Company logo featured on conference satchel

Opportunity for company representative to chair a technical session

One sponsors breakfast tickets

Te Pokapū | Aotea Centre

Te Pokapū | Aotea Centre is a vibrant home for performing arts in Tāmaki Makaurau, as well as an ideal venue for conferences, trade shows, meetings, gala dinners and cocktail functions.

The Centre is New Zealand's largest modern tiered auditorium and can seat more than 2,000 people over three levels. In addition, it has expansive foyers and a range of flexible meeting spaces with multiple breakout rooms.



Tāmaki Makaurau

The Maori name for Auckland is Tamaki Makaurau. Among a number of meanings is Tāmaki of a hundred lovers, referring to the desirable, fertile site at the hub of a network of waterways taking travellers north, south, east or west.

Tamaki Makaurau is a dynamic multi-cultural city that is renowned for its harbour and surrounding islands.

The Aotea Centre is located in the heart of the city and shopping, dining, accommodation and entertainment are all within easy walking distance.

We would encourage visitors to stay for the weekend to experience our many beaches and wineries.

And let's not forget that Tāmaki Makaurau is home to New Zealand's two largest tunnelling projects - the City Rail Link and the Central Interceptor wastewater project.

Networking opportunities

There are a variety of events within the conference and a range of promotional collateral available for branding. You may wish to select more than one option. This will extend your exposure and allow you to reinforce key messages.



NETWORKING OPPORTUNITIES

DINNER PARTNER

NZD\$18,000

Tuesday 7th of November 2023 is the social highlight of the conference and incorporates the presentation of the annual David Sugden, and the Allen Neyland Awards to encourage young engineers and recognise outstanding contributions respectively.

Your support will guarantee you the opportunity to host delegates at an unforgettable evening of entertainment in a relaxed atmosphere. Don't miss out on this exclusive branding opportunity.

- Prominent acknowledgment in all pre-conference publicity
- Prominent logo placement on all promotional material including an advertisement in the final program and proceedings

- Brand recognition and acknowledgment on the website with placement of logo, 50 words promotional paragraph and link to the company website
- Acknowledged as the sole Awards Dinner Partner on all invitations and programs for the event
- Brand recognition in the program book

ONSITE

- Signage featuring the company name and logo may be displayed in the dinner venue (signage to be supplied by the sponsor)
- Your logo on the printed event menu
- Four (4) complimentary tickets to the Dinner

WELCOME RECEPTION

NZD\$8,000

Monday 6th of November, at the close of the first busy conference day, the opportunity is available to have exclusive rights to the Official Welcome Reception.

- Brand recognition and acknowledgment in the plenary session as networking sponsor
- Prominent logo placement on all promotional material including the final program and proceedings
- Brand recognition and acknowledgment on the website with placement of logo, 25 words promotional paragraph and link to the company website
- Acknowledgment on Monday afternoon in all conference sessions as networking sponsor

- Brand recognition in the program book

ONSITE

- Short presentation at commencement of the reception
- Option to supply small merchandise at own cost (e.g. branded napkins, delegate gifts, etc)
- Option to supply a branded T-shirt, apron, or cap for the wait staff to wear. Four (4) Welcome Reception guests

YOUNG MEMBERS NETWORKING EVENT

Exclusive opportunity

NZD\$8,000

On the evening of Monday 6th November, the popular Young Members networking event will be held on the Waitematā Harbour.

By taking the exclusive naming rights of this event you will see your brand front and centre at this well attended and popular industry soiree with the leaders of the future.

- Brand recognition and acknowledgement in the plenary session as a networking sponsor
- Prominent logo placement on all promotional material including the final

program and proceedings

- Brand recognition and acknowledgement on the website with placement of logo, 25 words promotional paragraph and link to the company website

- Brand recognition in the program book

ONSITE

- Short presentation at commencement of the event
- 4 complimentary tickets to the event

WOMEN IN TUNNELLING EVENT

Multiple opportunities

NZD\$1,000

On Tuesday 7th November, the Women in Tunnelling breakfast will be held at an exclusive venue close to the Aotea Centre. This event is your opportunity to show support to the growing numbers of women in our industry. The breakfast will feature an address by a prominent industry figure.

This opportunity is available as a standalone or as an add on to any of the other partner, sponsor or exhibition opportunities. Each supporter of this event will receive:

- Two tickets to the event
- Logo placement on the Women in Tunnelling promotional banner to be displayed at the event and during the conference
- Brand recognition and acknowledgement by the host of the event
- Brand recognition in the program book

SPONSORS BREAKFAST

Exclusive opportunity

NZD\$4,000

On Wednesday 8th November, a Sponsors networking breakfast will take place at the Aotea Centre before the commencement of the plenary. This will be an exclusive networking opportunity to get your brand in front of all the sponsors at ATC 2023.

- Brand recognition and acknowledgement in the plenary session as a networking sponsor
- Prominent logo placement on all

promotional material including the final program and proceedings

- Brand recognition and acknowledgement on the website with placement of logo, 25 words promotional paragraph and link to the company website
- Brand recognition in the program book

ONSITE

- Short presentation at commencement of the breakfast guests

All sponsorship amounts are exclusive of GST

TECHNOLOGY HUB SPONSOR

NZD\$13,000

Exclusive opportunity

This sponsorship includes several different technology aspects of the conference and will be visible at several separate touch points throughout the event.

The Technology Hub will include:

- Conference App
- Delegate branded wifi
- Phone charging Station

SPONSORSHIP INCLUSIONS:

- Acknowledgement as the Technology Hub Sponsor on all marketing material including the Conference App
- Acknowledgement as the Technology Hub Sponsor on conference signage
- Company logo displayed on the conference website with a direct link to company's website
- Opportunity to provide two (2) pull up banners to be situated next to the Technology Hub
- One (1) delegate registration
- One (1) complimentary satchel insert

CONFERENCE PROCEEDINGS SPONSOR

NZD\$8,000

Exclusive opportunity

The ATC 2023 Conference Proceedings will contain the full papers and will be a valuable reference document for delegates long after the event. The ATC2023 Conference Proceedings will be produced in a suitable electronic format.

- Recognition as a sponsor on all printed conference material including the registration brochure and program
- Brand recognition and acknowledgment on the website with placement of logo, 50 words promotional paragraph and link to the company website
- Acknowledged verbally during the conference program

- Company name and logo included on the front cover of the program book and conference proceedings
- Access to the conference delegate list
- Company logo will continue to be featured on all post conference material such as conference reports
- Website featuring company logo and link will remain active on conference website, PowerPoint presentations and final reports well after the event e program book

ONSITE

- One complimentary conference registration

BARISTA SPONSOR

Exclusive opportunity

NZD\$8,000

Be the conference hero! Be the name on everyone's lips and in everyone's hands at ATC 2023.

- Brand recognition and acknowledgment on the website with placement of logo and link to the company website
- Brand recognition and acknowledgment in promotional emails
- Brand recognition in the program book as Conference Barista

- Company banner 1m W x 2m H to be prominently displayed beside each Barista – minimum of two Barista locations (banners to be provided by sponsor)
- Option to supply small merchandise at own cost (i.e. branded napkins, coffee cups, etc.) for use and distribution at the Barista Station throughout the conference

CONFERENCE SACHEL SPONSOR

Exclusive opportunity

NZD\$8,000

Show your support for ATC 2023 have your company logo in the hand of every delegate.

- Your company name and logo will be associated with the event
- Recognition as a Supporter on all pre-conference publicity including the registration brochure

- Your logo on the conference satchel alongside our Platinum Partner
- Four (4) Welcome Reception guests

WATER BOTTLE SPONSOR

Exclusive opportunity

NZD\$6,000

Help delegates to stay refreshed by becoming the Water Bottle Sponsor of ATC 2023. With nearly 800 people attending the conference, that's a lot of people using your company's branded water bottles. Enjoy this as well as multiple marketing opportunities.

- Your company name and logo will be associated with the event
- Recognition as a Sponsor on all pre conference publicity including the registration brochure and the program book
- Four (4) Welcome Reception guests

LANYARD SPONSOR

Exclusive opportunity

NZD\$6,000

Take this golden opportunity to promote your company's name and enhance its image by sponsoring the conference lanyards that will be worn by all 800 delegates over the 4 days of the conference.

- Your company name and logo will be associated with the event

TECHNICAL STREAM HOST

NZD\$4,000

Multiple opportunities (one host per technical stream)

Align your company with one or more of the Technical Streams and use this opportunity to brand your business with the core themes (to be confirmed with the final conference agenda):

- Planning, Decision Making, Community Engagement, and Legacy
- Procurement and Contracting
- Major Projects – Case Studies
- Ground Characterization, Support & Lining
- Health Safety and Wellbeing
- Tunnelling Economics
- Risk Management
- Training and Education
- Instrumentation and Tunnel Data Systems, AI and Automation
- Tunnel Ventilation and Fire Life Safety
- Sustainable Tunnelling
- Operations, Maintenance Rehabilitation and Re-purposing underground spaces
- Young Members – the future of our industry

In addition each technical stream host receives the following:

- Recognition as a Technical Stream Host on all printed conference material including the registration brochure and program
- Your company name and logo will be associated with the nominated session
- Recognition as a technical stream host (with corporate logo) on the conference website with a hyperlink to your homepage

ONSITE

- One complimentary conference registration
- You will be invited to chair/co-chair the nominated session
- Opportunity to place your company banner (provided by technical stream host) on stage during Stream sessions
- One piece of promotional literature/item in delegate's satchels

CONFERENCE SUPPORTER

NZD\$4,000

Multiple opportunities

Show your support for ATC 2023. This opportunity recognises your organisation as a supporter of the conference which will go a long way to assisting the committee to construct this premium program with leading speakers whilst keeping registration fees to a minimum.

- Your company name and logo will be associated with the event
- Recognition as a Supporter on all pre-conference publicity including the registration brochure
- One complimentary registration
- Four (4) Welcome Reception guests



EXHIBITION STANDS

Multiple opportunities

2.5m x 3m exhibition booths

NZD\$4,000

OTHER ENTITLEMENTS

One (1) complimentary full delegate conference registration including all technical sessions, one copy of the conference proceedings, morning and afternoon teas, lunches and all social functions.

One complimentary booth attendee pass including catering throughout the four day program, and welcome reception. The conference dinner is an additional cost.

Opportunity for a brief presentation of your organisation as part of the Exhibitors Presentations steam of the conference (limited places available – please confirm interest at time of booking)

Additional three-day booth attendee passes are available @ \$585 per person

The \$4,000 is exclusive of GST

There will be exhibition stands on each level of Te Pokapū | Aotea Centre.

The floor plan for the Conference will be developed to suit the number and type of exhibit bookings received to ensure that optimum exposure is provided for all exhibitors.

You may wish to consider other exhibition stand options such as:

Double booth, Triple booth, Custom-designed booth

Contact our Conference Manager to discuss your requirements and organise payment.

CONFERENCE PROGRAM

Sunday 5 November

Short Course - Shotcreting by the Australian Shotcrete Society
Regional Tunnelling Society Colloquium
Sponsors Reception

Monday 6 November

Plenary & Technical Presentations
Welcome Drinks & Harbour Cruise

Tuesday 7 November

Plenary & Technical Presentations
Awards Dinner

Wednesday 8 November

Technical Presentations and Young Members' Session

TE POKAPŪ | AOTEA CENTRE



