SPONSORSHIP PROSPECTUS

International Cycling Safety Conference

Brisbane, Australia
18-20 November 2019

www.icsc2019.com
On behalf of the Centre for Accident Research and Road Safety-Queensland (CARRS-Q), it is with great pleasure that I invite you to attend the 8th International Cycling Safety Conference (ICSC2019) in Brisbane, Australia, to be held on the 18-20 November 2019.

Dr Divera Twisk, a member of the ICSC Scientific Committee, has joined CARRS-Q and will co-host ICSC2019. Together, we will ensure that the conference remains true to its ongoing goals of sharing the latest research and challenges with fellow researchers, practitioners and policymakers.

Holding the ICSC in the Australasia for the first time will provide a wonderful opportunity to reach participants from cycling organisations, academic researchers, government policy makers, infrastructure designers and clients, practitioners and cycling enthusiasts from some of the world's most populous cycling nations. In addition, Brisbane's climate, accessibility and safety offers the ideal host location, complemented by exceptional meeting facilities at the riverside campus of Queensland University of Technology.

I look forward to working with you towards a successful ICSC2019 in our beautiful city.

Professor Narelle Haworth, CARRS-Q Conference Chair

HISTORY OF THE ICSC

The International Cycling Safety Conference (ICSC) is a forum for researchers and experts in the field of cycling safety to exchange their knowledge on new research topics and safety solutions. Commenced as a Dutch initiative of the Ministry of Infrastructure and Environment, TNO, Fietsberaad (Dutch Center of expertise on bicycle policy), SWOV and Delft University of Technology, the Conference will be in its 8th year in 2019. Selected scientific papers from the conference are often published in a special issue of a scientific journal. Further information about the International Cycling Safety Community can be found at cyclingsafety.net.
JOIN ICSC2019 IN BRISBANE

VENUE
The QUT Gardens Point Campus is situated along the beautiful City Botanic Gardens and the Brisbane River, making it a stunning location for ICSC2019. The city campus is centrally located and is in short walking distance to accommodation, dining and shopping precincts and easily accessible by public transport including the free city bus, ferry loops and CityCycle facilities.

BRISBANE CYCLING
With a network of bikeways and paths, a multitude of bike-related events, facilities and tools, Brisbane has some of the best cycling facilities in Australia. To help keep residents and visitors up-to-date with the growing number of cycling facilities Brisbane has to offer, Council has developed Cycling Brisbane.

Cycling Brisbane is an award-winning, free-to-join membership program and website dedicated to all things cycling in Brisbane. From cycling events, training courses, advice and infrastructure, to the latest deals and discounts from supporting businesses, Cycling Brisbane provides all the information you need to get out on your bike more often.

With an investment of $120 million over 4 years through the Better Bikeways 4 Brisbane program, Cycling in Brisbane will continue to get easier and safer. For information on riding types, bikeways, safety and a useful route planner, visit the Cycling Brisbane website.

BRISBANE’S COMMITMENT TO SAFE CYCLING
The Queensland Government has invested more than $241 million for safe cycling infrastructure, planning and programs. The Queensland Cycling Strategy 2017-2027 aims to build and connect infrastructure, to grow participation and the sharing of our roads and public spaces. New bikeways, bridges and protected bicycle lanes have been installed and planned to improve safety and connectivity for cyclists throughout Queensland. On an annual basis, Bicycle Queensland hosts the Brisbane to Gold Coast Ride and Great Brisbane Bike Ride which sees nearly 10,000 riders of all ages and abilities participate.
The conference offers a variety of session formats and activities to provide highly engaging experiences and opportunities for delegates to learn and be involved in these important discussions.

WORKSHOPS

**WORKSHOP A: LOW COST INFRASTRUCTURE TREATMENTS FOR LOW CYCLING COUNTRIES**
The high cycling rates enjoyed by some countries are a challenge for many other countries, e.g. Australia and Asia. This is mainly due to high costs of infrastructure and car-centric urban planning. This workshop will explore the options available for low cycling countries to design and install suitable networks to ensure safe connectivity.

**WORKSHOP B: USING BICYCLES OF ALL KINDS FOR DELIVERIES**
The gig economy has transformed the world of work. This, coupled with an increasing desire by some organisations to operate sustainably, has led to the rise of the use of bicycles and similar vehicles for delivery. This workshop will explore the current and future potential uses and associated safety implications, not only to the riders, but for business operators and other

TECHNICAL TOURS

#1 INNER CITY  
#2 RIVERSIDE  
#3 BICENTENNIAL BIKEWAY  
#4 CONNECTING THE INFRASTRUCTURE
WHY SPONSOR?

1. THOUGHT LEADERSHIP
   Align your organisation with international experts and leading researchers in the field of cycling safety.

2. A DIVERSE PROGRAM OFFERING
   Interact and engage with new industries and share knowledge on emerging trends and challenges.

3. CONNECT WITH THE FUTURE
   The ICSC supports and encourages the inclusion of future leaders in all areas and recognises young researchers as integral attendees and presenters in the program.

4. MAXIMISED BRAND EXPOSURE
   For 3 days, have the opportunity to showcase your products and services to a diverse group of experts in a variety of settings.

5. A WORLD CLASS HOST CITY
   Brisbane has a confirmed reputation for hosting successful international meetings facilitated by the City’s world-class venues, unique experiences and accommodation options.
## SPONSORSHIPS AT A GLANCE

<table>
<thead>
<tr>
<th>PLATINUM (AUD$20,000)</th>
<th>GOLD (AUD$15,000)</th>
<th>SILVER (AUD$10,000)</th>
<th>BRONZE (AUD$5,000)</th>
<th>EXHIBITOR (AUD$1,500)</th>
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<tbody>
<tr>
<td>Exclusive naming rights to Conference Dinner</td>
<td>Exclusive naming rights to Welcome Reception</td>
<td>Poster Session</td>
<td>Sponsorship of an Award Prize</td>
<td>Exhibition trade space</td>
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<td>Naming rights to a concurrent session</td>
<td>Naming rights to a tea break</td>
<td>1 complimentary registration</td>
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<td>Exclusive logo on delegate name badges</td>
<td>Naming rights to a tea break</td>
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<td>Exhibition trade space</td>
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<td>4 complimentary registrations</td>
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<td>100 word promotion on website</td>
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<td>Copy of delegate list</td>
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<td>1 satchel insert</td>
<td>1 satchel insert</td>
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<td>2 satchel inserts or delegate gift</td>
<td>1 satchel insert</td>
<td>200 word promotion on website</td>
<td>150 word promotion on website</td>
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<td>Acknowledgement at opening/closing sessions</td>
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<td>Logo on all promotional collateral</td>
<td>Opportunity to display 1 banner</td>
<td>Logo, website link and 150 word company profile in conference app</td>
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<tr>
<td>Feature in promotional e-newsletters</td>
<td>Feature in promotional e-newsletters</td>
<td>Quarter page advert on conference USB</td>
<td>Scrolling banner advert in conference app</td>
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<tr>
<td>Opportunity to display 2 banners at venue</td>
<td>Opportunity to display 1 banner</td>
<td>Logo, website link and 200 word company profile in conference app</td>
<td>Acknowledgement at opening/closing sessions</td>
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To discuss available options please contact:
Kim Smith +61 7 3138 4568 | k31.smith@qut.edu.au
Our Platinum Partner is the premier sponsor of ICSC2019, benefitting from maximum exposure to delegates from around the world.

**NAMING RIGHTS**
- Exclusive branding rights to the Conference Dinner to be held at Victoria Park Golf & Function Centre, including a 3 minute address or audio visual presentation at the Dinner, and display of corporate logo on menus and dinner signage.
- Opportunity to display 2 free-standing banners at the Conference Dinner and the Conference venue.
- Naming rights to a nominated Plenary Session, including signage on holding slides and display of a free-standing banner.
- Logo printed exclusively on delegate name badges.

**EXHIBITOR SPACE**
- A trade space in the most prominent position of the catering area for the duration of the conference, providing direct interaction with Conference delegates throughout the event (includes 1 table, 2 chairs and a 45” freestanding computer screen to display information for signage).

**REGISTRATIONS**
- 4 complimentary registrations, each including a ticket to the Welcome Reception, Conference Dinner and access to all Conference sessions (excluding Workshops & Technical Tours).
- 2 additional complimentary Conference Dinner tickets to maximise presence at the Dinner.

**DELEGATE LIST**
- A copy of the Conference delegate list provided post-event.

**DELEGATE GIFT**
- Opportunity to provide delegates with a branded Conference gift, or up to 2 inserts to be included in the Conference satchel distributed to all delegates (decided upon in conjunction with the Organising Committee).

**PRE-EVENT EXPOSURE & PROMOTION**
- Prominent logo display, 400 word corporate profile and link to corporate home page on Conference website.
- Logo, linked to corporate home page, will appear in all promotional collateral from the time of confirmation.
- Logo and corporate profile will feature in e-newsletters to delegates.

**ONSITE EXPOSURE & PROMOTION**
- Opportunity to provide 2 free-standing banners to be displayed at Conference venue.
- Verbal recognition of sponsorship at Conference opening and closing sessions.
- Full page advertisement on the Conference USB (artwork to be provided by sponsor).
- Corporate logo to be featured on the Sponsors page of the Conference USB.
- Scrolling banner advertisement, Logo, link to website and a 400 word
Our Gold Partner will gain strong visibility in our communications efforts through welcoming delegates in our world-class venue.

NAMING RIGHTS
- Exclusive naming rights to the Welcome Reception, held at The Cube, one of the world’s largest interactive digital learning and display spaces, including the opportunity to display branded materials and 2 free-standing banners at the Welcome Reception venue.
- Naming rights to a nominated Plenary Session including signage on holding slides and display of a free-standing banner.
- Exclusive branding rights to a chosen tea break, via the display of corporate branding at the catering stations during break time, including the opportunity to display 1 free-standing banner in the catering area of your chosen break.

EXHIBITOR SPACE
- A trade space in the Conference exhibition for the duration of the event, providing direct interaction with Conference delegates throughout the event (includes 1 table, 2 chairs and a 45” freestanding computer screen to display information for signage).

REGISTRATIONS
- 3 full complimentary registrations, each including a ticket to the Welcome Reception, Conference Dinner and access to all Conference sessions (excluding Workshops & Technical Tours).

DELEGATE LIST
- A copy of the Conference delegate list provided post-event.

DELEGATE GIFT
- Opportunity to provide promotional flyer, to be included in the Conference satchel distributed to all delegates.

PRE-EVENT EXPOSURE & PROMOTION
- Prominent logo display, 300 word company profile and link to corporate home page on Conference website.
- Logo, linked to the corporate home page, will appear on all promotional collateral from the time of confirmation.
- Logo and corporate profile will feature in e-newsletters to delegates.

ONSITE EXPOSURE & PROMOTION
- Opportunity to display 1 free-standing banner within the Conference venue.
- Verbal recognition of sponsorship at Conference opening and closing sessions.
- Half page colour advertisement in the Conference USB (artwork to be provided by sponsor).
- Corporate logo to be featured on the Sponsors page of the Conference USB.

To discuss available options please contact:
Kim Smith +61 7 3138 4568 | k31.smith@qut.edu.au
SILVER PARTNER
AUD $10,000 (inc. GST)
Two Opportunities

Our Silver Partners will gain visibility at the Conference through two exclusive opportunities.

NAMING RIGHTS
- Exclusive naming rights to a Conference lunch break, via the display of corporate branding at the catering stations during break time and the opportunity to display 2 free-standing banners in the catering area.

OR
- Exclusive naming rights to the Poster Session, including the opportunity to provide branded display materials for The Cube, one of the world’s largest interactive digital learning and display spaces, including the opportunity to display 2 free-standing banners at the venue.

PLUS
- Exclusive naming rights to a concurrent session to be chosen, including the opportunity to display 1 free-standing banners in the session room and corporate logo to feature on the session holding slide.

EXHIBITOR SPACE
- A trade space in the Conference exhibition for the duration of the event, providing direct interaction with Conference delegates throughout the event (includes 1 table, 2 chairs and a 45” freestanding computer screen to display information for signage).

REGISTRATIONS
- 2 full complimentary registrations, each including a ticket to the Welcome Reception, Conference Dinner and access to all Conference sessions (excluding Workshops & Technical Tours).

DELEGATE LIST
- A copy of the Conference delegate list provided post-event.

DELEGATE GIFT
- Opportunity to provide 1 promotional flyer, to be included in the Conference satchel distributed to all delegates.

PRE-EVENT EXPOSURE & PROMOTION
- Prominent logo display, 200 word corporate profile and link to corporate home page on Conference website.
- Logo, linked to the corporate home page, will appear on all promotional collateral, from the time of confirmation.

ONSITE EXPOSURE & PROMOTION
- Opportunity to provide 1 free-standing banner to be displayed within the Conference venue.
- Recognition of sponsorship at Conference opening and closing sessions
- Quarter page colour advertisement on the Conference USB (artwork to be provided by sponsor).
- Corporate logo to be featured on the Sponsors page of the Conference USB.
- Scrolling banner advertisement, Logo, link to website and a 200 word corporate profile on Conference app.

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Our Bronze Partners can play an important part in the Conference through the encouragement of innovative and new research.

NAMING RIGHTS
- Exclusive naming rights to one of the following prizes—Best Oral, Best Young Researcher, Best Poster.
- Exclusive branding rights to your chosen tea break, via corporate branding displayed at the catering stations during break time, including the opportunity to provide 1 free-standing banner in the catering area of the chosen break.

EXHIBITOR SPACE
- A trade space in the Conference exhibition for the duration of the event, providing direct interaction with Conference delegates throughout the event (includes 1 table, 2 chairs and a 45" freestanding computer screen to display information for signage).

REGISTRATIONS
- 1 full complimentary registration including a ticket to the Welcome Reception, Conference Dinner and access to all Conference sessions.

DELEGATE LIST
- A copy of the Conference delegate list provided post-event.

DELEGATE GIFT
- Opportunity to provide 1 promotional flyer, to be included in the Conference satchel distributed to all delegates.

PRE-EVENT EXPOSURE & PROMOTION
- Prominent logo display, 150 word company profile and link to company home page on Conference website.
- Logo, linked to the corporate home page, will appear on all promotional collateral, from the time of confirmation.

ONSITE EXPOSURE & PROMOTION
- Recognition of sponsorship at Conference opening and closing sessions.
- Company logo to be featured on the Sponsors page of the Conference USB.
- Scrolling banner advertisement, Logo, link to website and a 150 word corporate profile on Conference app.

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EXHIBITOR
AUD $1,500 (inc. GST)
Six Opportunities

Our exhibition space will be located with the catering, providing full exposure to delegates throughout the Conference.

EXHIBITOR SPACE
- A trade space in the Conference exhibition for the duration of the event, providing direct interaction with Conference delegates throughout the event (includes 1 table, 2 chairs and a 45” freestanding computer screen to display information for signage).

REGISTRATION
- 1 ‘Exhibitor Registration’, including catering and access to the Conference exhibition area. This registration type does not include access to the Conference sessions, or tickets to social functions.

OR
- Receive one 50% off coupon code for use on a full Conference registration, including access to the exhibition area, Conference sessions, catering and social functions.

DELEGATE LIST
- A copy of the Conference delegate list provided post-event.

DELEGATE GIFT
- Opportunity to provide 1 promotional flyer, to be included in the Conference satchel distributed to all delegates.

EXPOSURE & PROMOTION
- Logo display, 100 word corporate profile and link to corporate home page on Conference website.
- Recognition of sponsorship at Conference opening and closing sessions.
- Corporate logo featured on the Sponsors page of the Conference USB.
- Scrolling banner advertisement, Logo, link to website and a 100 word corporate profile on Conference app.

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TERMS & CONDITIONS

CONFIRMATION
Sponsorships will be confirmed once online sign-up and payment have been completed. Payment is required before entitlements can be delivered.

CANCELLATION
Notice of cancellation must be submitted in writing to icsc2019@qut.edu.au.

Cancellation Fees:
- 25% cancellation fee will apply prior to 17 May 2019
- 50% cancellation fee will apply prior to 19 July 2019
- 75% cancellation fee will apply prior to 20 September 2019
- Cancellation received on or after 20 September 2019 will not be refunded

CAN’T FIND A SPONSORSHIP TO SUIT?

CUSTOMISATION OF SPONSORSHIP PACKAGES
The packages advertised are by no means limited and we’d love to work with you and your company on a bespoke option that meets the needs and objectives of your organisation. Additional opportunities available, including the sponsorship of:
- Keynote speakers,
- Attendance of members from not-for-profit organisations, or
- Attendance of researchers from LMICs

ARE YOU A NFP ORGANISATION?
We can offer discounted exhibitor packages or promotional opportunities.

Please contact us to discuss what options are available for you.
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CONTACT US